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For Immediate Release:

ARBOR INTRODUCES THE PUSH

A New Bamboo-Finished Snowboard Designed Specifically for Women



Venice, California (9/12/05) – For 10 years Arbor's been creating a higher level of snow and skate style and performance using environmentally-friendly alternatives such as: wood topsheets and inlays, bamboo reinforced cores, diamondwood rails, and cork stringers. Holding to this tradition, Arbor now introduces the **Push** – a Bamboo finished wonder, designed specifically for women who surf mountains.

The Push was designed for explorations into the limits of big-mountain chi. It delivers energetic initiation, reliable control, and the ability to express a clean line in all conditions. A lively flex makes the board ideal for powder, natural hits, trees, steeps, groomers, and more.

This true-to-form women's freerider was recently described as "...possibly the best looking board of 2006," by the sport's bible, *Transworld Snowboarding*. The Push is an amazingly good-looking piece of performance-driven snowboard art. Its honey-colored bamboo is graced with a clean, yet inspired graphic that features ancient Chinese characters representing "Expression."

The Zen like beauty of the new bamboo topsheet is only matched by its technical performance. Bamboo is one of the strongest materials on the planet. It has a higher tensile strength than steel, yet it's light, flexible, and resists compression. By adding the natural bamboo, Arbor has increased the board's return and overall resilience.

Beyond its performance and obvious style advantages – bamboo is one of the most renewable materials on the planet. It's actually a grass, with a self-propagating nature that allows it to be harvested, without replanting. Bamboo's root system immediately sends up new shoots that mature within months, unlike trees, which can take decades. Bamboo farming is also easy on the environment. Its hearty nature insures that no irrigation, pesticides, herbicides, nor fertilizers are needed to make it grow.

"After three seasons using bamboo inside our boards, we decided it was time to take advantage of this material's unique level of style," commented Bob Carlson, President, Arbor. "We set out to build a freeride board uniquely suited to a woman's finely tuned sense of the nature of the things. We believe the results truly speak to all facets of the female spirit: Strength... Flexibility... Beauty... Endurance... Expression."

Arbor's been in the grind since '95, feeding diversity with an alternative line of snow and skate product unlike anything else on the market. The company's long-standing mission is to improve performance, durability, and style with an array of environmentally friendly elements from the natural world.

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