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For Immediate Release:

CHRIS BATTIS JOINS ARBOR SALES REP TEAM

Venice, California (10/27/05)—Arbor Snowboards is pleased to report the addition of New Hampshire native, Chris Battis, to the sales rep team. Chris will be responsible for generating sales in New England for Arbor's snowboards, skates and apparel. Battis' experiences with a variety of companies in the industry, environmentally conscious mindset and enthusiasm for riding—not to mention his drum skills—truly make Chris a great fit at Arbor.

"I like Arbor's concept and stylish boards. They're a good group of guys and pay attention to environmental issues most people turn their backs on," says Chris in reference to the wood and bamboo technologies that Arbor implements in their boards. Arbor's environmental policy to preserve the Earth falls in line with Chris' personal lifestyle as he is currently in pursuit of a clean burning bio-diesel truck.

Chris began riding twelve years ago. He turned his passion to profession during his time with such companies as Flux Bindings, Airblaster, Bluebird Wax, Atmosphere Clothing, Life-Link Backcountry and Zinka. Chris has been repping for two years now, most recently with Sapien Snowboards. Prior to this, he used his right-brained talents and attained a degree in studio art from the University of Vermont on top of touring as the drummer in the electronic/jazz/hip-hop band, Manifesto Nexto Me.

Arbor's Sales Manager, Ken Perkins, is fired up to have Chris around, "We are very excited to bring Chris on board here at Arbor. His passion for the sport and love for our brand is exactly what we are searching for when we bring someone into the Arbor family. I am very confident that he can bring us to the level of customer service in the New England territory that we have been looking for."

Chris' territory covers Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont and Maine. He can be reached at (603) 498-1897 or cbattis@mac.com.

Arbor Snowboards has been in the grind since '95, feeding diversity with an alternative line of snow and skate products unlike anything else on the market. Arbor's long-standing mission is to improve performance, increase durability, and generate a standout level of style using an array of environmentally friendly elements from the natural world.

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