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For Immediate Release:

Arbor Releases a Rare, Limited Production Basich Series



Venice, California (11/03/05) – Arbor is proud to announce the release of a limited production “Basich Series” snowboard. The Basich Series was created to celebrate the innovative photography of Arbor team rider Mike Basich. Only 150 of this signature model will ever be produced - each piece hand-signed and numbered by Mikey B.

Over the years Mike’s often emulated POV and self-portrait images have helped to transform traditional snowboard photography. Mike has been published in every major snowboard mag in the business, including: Transworld, Snowboarder, Snowboard, The Snowboard Journal, Frequency, Snowboard Canada, FSM, On-Board, Snowboard UK, SnowStyle, Snowing, SnowSurf, Method Magazine, Monster Backside, and many more. Transworld, recently acknowledged Mike’s skills with a 12-page feature story highlighting his POV photography, titled “Versus.” Mike’s photos have also received cover placement on Snowboarder, The Snowboard Journal, and Snowboard UK.

“Mike is a freakin’ amazing rider, with a vision that drives him to take snowboarding in new directions.” says Arbor co-founder, Bob Carlson. “He’s brought that vision to his photography, and in the process captured some of the most memorable images that we’ve ever see. He’s done an amazing job showing snowboarding from the true rider’s perspective.”

The new Basich Series, which will be available November 1st, features a graphic created from over 50 of Mike’s photos. The board has been built on Arbor’s Crossbow platform - Mike’s choice for his famous 120’ heli drop and many other AK firsts. The Crossbow is designed around two of Arbor’s exclusive Fiberlab upgrades: Diamondwood® reinforced rails and cork-damping stringers - features that increase performance at speed, and durability in any terrain.

Arbor Snowboards has been in the grind since ‘95, feeding diversity with an alternative line of snow and skate product 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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