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For Immediate Release

Arbor Launches New Web Site

Venice, California (12/09/04) – Arbor is proud to announce the expansion and re-launch of its web site: www.arborsports.com.

“Arbor is growing and we needed our site to reflect everything we’re doing,” says Arbor’s co-founder Bob Carlson. “The new site gives our customers a better view of the company and what we contribute.”

The most important upgrade to the site is a deeper, more comprehensive look at Arbor’s snow and skate products. A ton of information has been added on design philosophy, construction, material, and specifications. There are also updated links to independent board reviews and testimonials.

The new snowboard section has a more in depth look at the Arbor team, including updated photos and bios on U.S. Open halfpipe winner Rob Kingwill, acclaimed rider/photographer Mikey Basich, rookie sensation Colleen Quigley, and Euro-ripper Rene Biedenkamp.

A new artist page gives our customers a chance to learn about the artists that Arbor works with. They can read bios on each artist, link to their sites, and view the original art before it was transformed into an Arbor board graphic.

Expanded gear and skate sections showcase Arbor’s growing line of apparel and skateboards. Customers can now get an updated look at the 31 new pieces of Arbor apparel and the complete skate line, which includes our new mini cruiser, the Pocket Rocket.

An easy-to-use dealer locator makes it a breeze for consumers to find a shop in their area that carries Arbor. A news page keeps the extended Arbor family up-to-date on what’s happening. And a link to the Arbor Owner’s Group brings everyone together to discuss the boards, the snow, the shredding, and anything else Arbor.

Arbor Snowboards been in the grind since ‘95, feeding diversity with an alternative line of boards unlike anything else on the market. Arbor’s long-standing mission is to improve board durability, performance, and style with an array of environmentally friendly natural materials, proven construction methods, and unique designs.