



## **ABOUT STREET SURFING**

Street Surfing, LLC is a privately held sporting goods product and lifestyle company that first introduced caster boarding to the world. The Newport Beach, CA based company manufactures and distributes **The Wave®**, the original caster board, and a wide variety of innovative products, accessories and apparel.

Founded in 2004, Street Surfing, LLC has created a cultural phenomenon. The activity is an unconventional, fun exercise and full body workout - street surfing - that blends all three board sports; skateboarding, snowboarding and surfing.

In October 2009, the company introduced the **Whiplash™**, its most innovative product to date. The **Whiplash™**, the Scooter with a Twist is a self-propelling, revolutionary new ride that is part scooter, part Wave® (caster board) and totally fun. The patent-pending Whiplash™ provides enough momentum to self-propel - so much so - riders' feet never need to touch the ground.

Among Street Surfing's other award winning products is the lightest Wave board ever, **The Wave LX**. This lightweight design introduced in early 2009, features a wider platform and The Light Xtreme design allowing for more tricks. Other key Wave boards for 2009 include the **Wave Stealth®** board for advanced riders and the **Wave Ripple®** designed specifically for kids 10 and under.

The patented Wave board design consists of two durable platforms with a custom deck design joined by a torsion bar. The Wave rides on two caster wheels and carves like a snowboard. The Wave's two 76 mm urethane wheels (with Abec bearings) spin 360° while the swiveling base allows riders to self propel by going forward, downhill and even uphill by just bending their knees and twisting their hips and shoulders.

## **AWARD WINNING PRODUCTS**

Street Surfing products have earned numerous industry awards. The Wave Ripple won Creative Child Award Toy of the Year for 2008 while *The Wave®*, the original caster board, was named as *The Toy Insider's* Hot 20 toys in the annual holiday toy guide publication and won the Greatest Product of 2008 for sporting goods from *iParenting Media Award*, a Disney Internet Group property. The Wave LX captured a handful of industry awards in 2009 including Creative Child Toy of the Year Award, National Parenting Center Top Toy Award, *iParenting's* Media Award and PTPA Media Seal of Approval.

## **TEACHING FITNESS AND FUN**

Focused on providing fun through the pursuit of physical activity, Street Surfing introduced The Wave Skills Physical Education Program in 2005 to inspire students around the world. Street Surfing's professional instructors have visited thousands of schools and taught millions of students how to ride The Wave, a new skill that works on core stability utilizing balance, weight transfer and movement through space. It is a physical activity enjoyed by all in schools and on streets around the world.

As part of the groundswell of interest in The Wave, Street Surfing's Pro Team, a group of professional caster boarders, participate in global demonstrations and competitions. These riders showcase tricks and stunts on The Wave like: Ollies, Kickflips, Pop Shove-it and other jumps. They also demonstrate the newest caster board stunts like - the 4 finger board flip, One foot hang 10 /360, the 360 throw down and more.

For more information, visit [www.thewave.com](http://www.thewave.com) or [www.whiplashscooter.com](http://www.whiplashscooter.com)