

PRESS RELEASE

Of interest to editors covering:

Sports, Sporting Goods, Teen Interests, Winter/Snow, CA Business News

GhostriderX Set To Become King of the Mountain with New Line of Swiss-Engineered Ghost Board Snowboards Featuring Glow-in-the-Dark Technology

LOS ANGELES, Calif. - Nov. 17, 2003 /Send2Press Newswire/ -- Award-winning GhostriderX Skateboards, LLC (www.ghostriderx.com) today announced its new line of cutting edge Ghost Board(tm) snowboards designed to offer superior riding performance under even the most extreme conditions.

"Our snowboards are among the strongest, lightest and most responsive on the market today," says company Founder and President Cody Boychuk. "They're designed for maximum fun, whether you're riding the park or pipe, busting 40-foot drops through the deep pow pow in Aspen, heliboarding in Mount Everest, or descending from the crest of the Swiss Alps."

Riding the wave of the phenomenal break-out success of its unique line of skateboarding products, the company is offering six Ghost Board(tm) models with a variety of cool top sheet graphics. Riders can choose from the Swiss v.2 (161cm), Stalag-17 (158cm), Jet Society (158cm), Pretense (158cm), Ghost Brigade (156cm) and Fastface (158cm). The boards sell for a suggested retail price of \$525-\$600 USD.

Ghost Board(tm) snowboards are engineered to exacting standards in Switzerland and are hand-made in the U.S.A. The design concept is the result of two decades of snowboarding experience, including racing and helicopter boarding.

Central to the overall board design is a full cap construction. The principal advantage of this kind of construction is that the core extends all the way out to the edges. This results in a board that is structurally stronger and provides a more responsive ride with greater "edge hold."

The boards also feature a continuous edge that is virtually indestructible along with a sintered G3(tm) base, the fastest base material available.

Unique to Ghost Board(tm) is its photoluminescent technology. The base and elements of each board's top sheet glow in blue, green or red. It not only makes them stand out from the crowd in style, but also helps light the way through fog, twilight or darkness should snowboarders get lost while boarding out of bounds.

GhostriderX was created in early 2001 by Cody Boychuk, an inventor and innovator who helped pioneer the snowboarding industry during the 1980s. Cody, 32, began his love affair with board sports at the age of three. Later, while attending an international management school in Switzerland, he was president of the school's Ski Club.

In January, 2003, GhostriderX was named best new company at the ISPO in Munich, the world's largest sports trade fair. Beating out a field of 150 competing companies, Cody's company won for its unique line of skateboarding products.

His company has since been quickly diversifying, adding snowboards, wakeboards, wakeskates and kiteboards to its lineup. "Our goal is to become a global leader in innovative design and sales through our expanding network of U.S. and international distributors."

Leading market research firms have identified board-sports as being the fastest-growing market segment of the sports industry, with upwards of 5.5 million snowboard users in the U.S. alone.

More information: <http://www.ghost riderx.com>

Media Contact:

Cody Boychuk
of Ghost riderX Skateboards, LLC
pr@ghost riderx.com
+1-310-901-2716

/Note to editors: high resolution product images and logos available on request./

#

[source of news = Ghost riderX Skateboards, LLC]
ref: http://www.send2press.com/2archive/2003/pr_03_1117-ghost rider.txt

*Important Note to Media:

to reach the organization releasing this news, please contact:
pr@ghost riderx.com

If used for publication, please send specimen copy.

S2PRN/NS/ CA / LOS ANGELES, Calif. / Copr. (c) 2003 Send2Press.

This release was issued on behalf of the above organization by
Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com> .