

PRESS RELEASE

Of interest to editors and journalists covering:  
Snow Sports, Extreme Sporting, Business/Finance, Outdoors, Teen Interest

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

LOS ANGELES, CA - March 4, 2004 / Send2Press Newswire/ -- Award-winning Ghost riderX Skateboards, LLC ([www.ghostboard.com](http://www.ghostboard.com)) announces its snow-season-ready 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, heliboarding in Alaska or powering fresh tracks in the Swiss Alps."

"Ghost Board's 'you go first' performance won't let you down. We know. Because we've been testing designs for two decades to bring you a superior optimized ride whether the snowboarder is an amateur or professional," adds Boychuk.

Riding the wave of the phenomenal break-out success of its unique line of skateboarding products, the company is offering six Ghost Board 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 Fast Face (158cm). The boards sell for a SRP of \$525-\$600 USD.

Every Ghost Board is hand-made in the U.S.A. to meet the demands of elite riders around the globe.

"We start with a time-tested base of Swiss engineering and aerospace technology," says Boychuk. "Then, we innovate with cutting-edge hybrid cap construction, durable continuous edges and the trailblazing Luminescent 4000S Sintered Base. The result: the lightest, strongest, most responsive all-terrain snowboard on the market."

Using the world's first slope-side luminescent technology, Ghost Boards absorb light all day, then glow blue, green and red in fog, twilight and while night riding. "Every sick turn you carve down that 45 degree slope will be illuminated. And our thoroughly modern top-sheet graphics also glow, making an enlightened style statement."

Ghost Board 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.

In 2003, Ghost Board was named "Best New Company" at the ISPO in Munich, Germany, the worlds largest international sports trade fair. Beating out a field of 150 competing companies, Boychuk's company won for its unique line of skateboarding products.

For more information about Ghost Board visit: <http://www.ghostboard.com>

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/Note to editors: product images available on request./

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[ source of news = GhostRiderX Skateboards, LLC ]  
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