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## ***The History of MBS Mountainboards***

Mountainboarding has grown from a "wild" idea as a new way to board and have fun with friends in 1992, into a highly successful company and sport. Today, tens of thousands of MBS boards have been sold around the world; rental programs are in place at major U.S. ski resorts in the summer, and more than 100,000 young campers have ridden mountainboards. In addition, now there are more than 500 retailers selling mountainboards in the US. Partnerships with American Skiing Company, The Core Tour and Snowsports Industries America have strengthened the legitimacy of the sport and MBS.

The story of MBS Mountainboards and the sport of mountainboarding began in San Francisco, California, in 1993 with Patrick McConnell and Jason Lee. Both avid skiers and snowboarders, they yearned for an adrenaline sport similar to snowboarding, but one that could be done without snow during the off-season. Using the theory of snowboarding, but applying it to mountain terrain without snow, McConnell and Lee developed the first mountainboard and launched MBS Mountainboards.

During that first year, McConnell and Lee developed the first three mountainboard prototypes consisting of a deck, off-road tires similar to tires found on today's mountain bikes, and a suspension system. Friends saw McConnell and Lee testing this new product and started asking about them, establishing a word of mouth marketing campaign and a buzz for the product. Word was beginning to spread and, in addition to ski and snowboard enthusiasts, surfers and skateboarders started to inquire about this new board. As their company took hold, they needed a larger base of operation. Colorado, with its mountainous terrain and outdoor reputation, was ideal. Lee and McConnell moved to Colorado Springs in 1993.

In 1994, MBS manufactured 35 mountainboards that featured more sophisticated technology and were designed for different types of terrain and a variety of skill levels. Over several years, sales grew steadily. In 1998, MBS LLC refined its products by adding an innovative braking system, enabling newcomers to feel more comfortable as they had more control over the board.

With the support of enthusiastic investors in Colorado Springs, Colorado, MBS introduced their new advanced line, representing the 5th generation of mountainboard technology. The company launched an extensive advertising and marketing campaign, including print and TV, not only to raise awareness of its comprehensive product line, but also to increase visibility for the sport.

The marketing and sales initiatives executed in 1999 worked. During the 1999 holiday season, MBS sold more mountainboards than it had the entire previous year.

Throughout 2000, the visibility of MBS and mountainboarding was significant, with media coverage on several national TV shows, including: The CBS Early Show, CNN, Fox Sports Network, Fox News Channel, Good Morning America, No Boundaries and Real TV, as well as hundreds of local news stations covering the sport. Magazines such as Fit, Men's Journal and Teen People have covered mountainboarding. In addition, the sport



has been included in TV commercials for Nissan and Ford, and print campaigns for Kodak and Bank of America.

In 2001 MBS teamed up with the Vans Warped Tour performing in front of hundreds of thousands of teenagers around the country. This was the year MBS started construction on one of the many MBS' Mobile Mountain Ramp Systems. The "Mobile Mountain" enables MBS riders to perform their entertaining "Big Air Show" at almost any location by bringing the "Mountain" to the people.

2002 was the year MBS teamed up with Snapple Beverage Company. With a huge promotion heavily involving the MBS "Big Air Team" the Elements brand sponsored the Moby and David Bowie nationwide concert tour called Area 2 and MBS was a featured attraction.

In 2003 MBS celebrated it's 10<sup>th</sup> year anniversary and launched it's 8<sup>th</sup> generation of boards featuring proprietary new products like the Matrix channel truck system, the F3 binding and the T1 tire tread. All of which has enabled riders to raise their level of riding. In the Fall of 2003 MBS launched "School Tour". In addition to showing kids what mountainboarding is all about the School Tour provides an enormous opportunity to reach kids between the age of 8 and 15 and spread a positive message. 2003 also saw the US Open Championships gain in popularity and exposure, thanks in large part by our host, Snowmass Resort in Aspen, Colorado. MBS team riders dominated the event and look forward to coming back to Aspen August of 2004.

MBS has also been extremely busy on the international stage. With 4 distributors in Europe the international market continues to grow and succeed with more and more riders and events every year.

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