

Radically-Designed Skates Improve Performance

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This spring, California-based LandRoller will introduce the first major innovation in skating in over 25 years. Its radical new skate design cranks up performance to take skaters to places – and surfaces – never before imaginable.

LandRoller's patented skate technology uses an innovative, angled, out-of-line wheel configuration that provides vastly improved performance over traditional inline skates. The LandRoller skate combines better stability and control with a mind-blowing appearance. The first impression of many people is that they look "wrong" and won't work, but after a test ride, their conclusion is that they are so "right".

"Without a doubt, the LandRoller technology is amazing and offers a

head-turning, cutting edge product," said LandRoller CEO Brian Conners. "It's so much fun to watch people step into the skates for the first time because they are consistently amazed and delighted by the experience."

LandRoller Technology – Get Out of Line!

The many advantages of large wheels are well accepted, but, despite numerous attempts, a workable design has eluded skate manufacturers – until now. LandRollers have two large wheels mounted on the outside of each boot and angled inward. The resulting wheel configuration improves stability, maneuverability, safety, ride smoothness and braking. LandRoller's large, angled wheels can roll over obstacles that hinder inline skates, while maintaining the same low center of gravity and skating dynamics as a traditional recreational skate.

The LandRoller skate was conceived 10 years ago. Since then, many prototypes were built, tested and improved upon. That evolution has resulted in a marvelous product. Those who have tried LandRoller skates report improved agility and a great reduction in wheel chatter, resulting in a smoother ride. Professional skaters and street testers have been impressed by LandRoller skates' ability to tame rough surfaces. LandRoller has several enhancements under development, including state-of-the-art braking, a variety of wheels and tires, and high-performance options for off-road use.

Bringing Together the Best

LandRoller incorporates the best components and leading edge technology. LandRoller has established strategic partnerships with leading skate companies including the largest maker of skate wheels in the world, Bravo Corporation (Hyper wheels), and Minson, a top inline

boot and skate maker. The company also enjoys the support of a talented management team with decades of combined experience in the sporting goods market. The unique nature of the LandRoller skate, combined with these partnerships, positions the company to make LandRoller the new leader in skating.

LandRoller will debut their new skates January 17 - 19 at the Super Show in Orlando. Skates will be available to consumers in Spring 2005. LandRoller skates will retail for \$249.

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