

BambooSK8 Unveils the Latest in Environmentally Friendly Skateboards at THE KI event

SAN DIEGO, October 21, 2010 – BambooSK8, a leading developer of eco-friendly, bamboo constructed skateboard decks, today announced that the company will be a featured partner at THE KI (key) event on San Francisco's historic and proposed self-sufficient Treasure Island, October 22-24th.

BambooSK8 will be setting up a series of ramps built amongst a myriad of BambooDNA art installations while providing skate demonstrations throughout the weekend. Guests will have the chance to touch and feel the amazing quality of the bamboo skateboards and longboards and meet some of the pro skaters, including guests from Motic.

BambooSK8 is releasing a series of new longboards ranging from a 39" square tail to a 42" double-kick to a 44" pintail. Furthermore, their innovative 65mm custom wheels are made from 20% corn; reducing the dependency on traditional 100% urethane. Another forward-thinking activity by this revolutionary company! Also, 4 new short board graphics will be released along with 2 brand new decks; a 7"x28" kid's board and a 10"x31" old-school pool deck shape for pool skaters.

THE KI embraces the smart-living lifestyle of innovation, creativity, technology and sustainability. Established as a platform to present the latest in advanced thinking and smart-living, THE KI will join some of the world's most innovative brands, designers, thinkers, leaders and influencers to share the future of better living.

"The world is changing and responsibility to the environment has become a top concern for us across the board as it should for most leaders, said Geoff Koboldt, president and owner of BambooSK8. Tens of millions of maple trees are ripped down yearly to make skateboards after taking 40-50 years to mature. We pride ourselves as being innovators in eco-skateboard deck design while reducing our impact on the environment by using bamboo, a grass that easily regenerates in 3-4 years.

BambooSK8 decks are not only 'green' and environmentally friendly but extremely durable and field tested around the world. BambooSK8 creates extremely light weight bamboo boards that are significantly stronger than maple decks. Furthermore, the process allows the molecular fibers of the bamboo to be pressed under intense pressure creating supreme stiffness and resilience within the deck. The combination of these features creates a highly responsive deck with a long lasting pop resulting in less skateboards going into landfills. Towards that end, many decks are recycled and reused in various art projects including those found at Burningman.

About BambooSK8

BambooSK8, a bamboo provider to the skateboard industry is breaking new ground (without hurting the environment) with a patent-protected process involving a truly sustainable eco/green source: bamboo. BambooSK8 is a superior choice for the high-impact, active skateboarding warrior who wants to be at the forefront of a true revolution. Bamboosk8 is headquartered in Oceanside, CA and has collectively over 50 years in action sports. For more information, please visit www.bamboosk8.com.

About THE KI

www.theki.net