

BACKGROUND

ABOUT THE WEST SIDE JAM

Maxout Hydrosports hosted its first principal event of the year, West Side Jam™, in early March 2008 in collaboration with Aerogate, introducing the largest sea-floating “monster funbox”* in Singapore for its international triple-wake (wakeboard, wakeskate, wakesurf) competition. In 2009, West Side Jam played host to a spectacular weekend-long International Triple Wake Competition in Singapore. Approximately 500 spectators were in attendance; while close to 100 internationally diverse professional competitors from United States and United Kingdom, Japan and Thailand, as well as Singapore, competed to be crowned champion in their respective categories. Aside from the exhilarating competition, festival revelers were kept entertained with pumping music, a bikini contest, sponsor event booths, and an official event after-party.

**Maxout Hydrosports is the first wakeboard operator, prior to the initiation of cable ski, to introduce and motivate the idea of wakeboard and wakeskate obstacle riding to the wakeboard community in Singapore.*

ABOUT WAKEBOARDING

Wakeboarding, and more recently wakeskating and wakesurfing, is an evolution of waterskiing sports. Wakeboarding started in the mid 1980's and now stands as the fastest growing water sport in the world. With an ever-growing popularity amongst teenagers, young adults as well as working professionals, it is estimated that there are now over 30 million participants all over the world and Asia commands a significant portion of these numbers. Riders use the wake created by the speedboat as a ramp to launch themselves into the air to perform acrobatic-like movements and tricks which are performed on a single board; either a wakeboard with strapped in boot-like bindings for wakeboarding, or a wakeskate which is similar to a skateboard, but on water. Competitors are judged on the execution, intensity and composition of their tricks and overall competition run.

ABOUT “THE LEGEND AWARD”

Wakeboarding Magazine Wake Awards in the United States is an annual event paying tribute to professional riders who have made an impact in the industry. Awards include “Best Womens Rider”, “Rail Master”, “Photographer of the Year”, “Photo of the Year”, “Best Wakeboard Video”, “The Legend Award”, “Best Wakeskater”, “Best Wakeboarder”, etc. “The Legend Award” specifically attests to the rider who has always pushed the wake industry, and consistently contributed in various aspects to the overall betterment of wake and its lifestyle. This rider has become synonymous with the sport and previous winners of the award include professional riders such as Scott Byerly, Shaun Murray, Darin Shapiro, Parks Bonifay and Zane Schwenk.

--- Ends ---