



FOR IMMEDIATE RELEASE

April 18, 2006

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Naish Sails Hawaii is Presenting Sponsor for Maui Speed Challenge

Kahului, Maui, HI—Naish Sails Maui will be the presenting sponsor for the Maui Speed Challenge Series this summer, providing its branded support, team participation and fun elements for sailors in the event. “We are thrilled to welcome Naish as our presenting sponsor,” commented Event Director Marc Lefebvre. “Their support helps to launch us into a great second season with this unique, fun event.” The last day of the GPS speed event will be called, “The Naish Speed Party,” according to Lefebvre. Naish Speed equipment will be available to try out at every Maui Speed series event.

“Naish Sails Hawaii is stoked to be part of the Maui Speed Challenge to support the local windsurfing scene and also to set an example internationally. With the outright World Speed Record at hand we feel that the fascination should be spread to as many people as possible. The Maui Speed Challenge has already proven its potential in 2005 and we’re looking forward to be a part of it!” commented Michi Schweiger, Windsurfing Product and Team Manager.

The Maui Speed Challenge draws the best and fastest windsurfers in the world. It also draws racers of all levels who want to get on the water with their friends and challenge themselves to personal bests. Spread over six race days, this GPS speed event offers open, men’s and women’s classes, plus juniors, kids, fun and kit divisions. It is organized by the Maui Windsurfing Association and has plans to be sanctioned by the GPS Speed Surfing world body for inclusion in their world rankings.

Each sailor straps on a GPS unit prior to his or her heat, and the top speed for each heat is scored. Four heats are completed per sailor per weekend. Speeds are tracked on the event website, and last year, winners were awarded per race day and for the series champions. Race participants in the first season included Robby Naish, Anders Bringdal, Micah Buzianis, Alex Aguera, Erik Beale, Jacque Pauvert, Pieter Bijl, Ross Williams, Ben Van Der Steen and other current and recent race legends. Junior and menehune racers drew crowds and media attention



as they turned in top speed to challenge their senior mentors. In 2005, more than 200 racers participated in all or part of the six week event.

Race dates for 2006 are July 7, July 30, Aug. 13, Aug. 27, Sept. 10 and Sept. 24. The race series is put on by Maui Windsurfing Assn. WestGroup Marketing Communications, Inc, handles marketing, promotions and sponsorships for the event.

Naish Sails Hawaii is located at 810 Haiku Road, #387, Haiku/HI/96708, (808) 575 5432, www.naishsails.com and www.naish.tv .

For additional information, contact Maui Windsurfing Assn., (808) 871-4917, or info@mauiwindsurfing.org or visit www.mauispeed.com.

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