



For Immediate Release

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Phuket, Thailand

Tow Skim 'Unleashed' Upon The Beaches of Phuket, Thailand

Revolutionizing fun at the beach for kids of all ages and skill levels.



High Resolution Photo:
<http://media.towskim.com/2014/Tow-Skim-Image-Library-01.zip>



High Resolution Photo:
<http://media.towskim.com/2014/Tow-Skim-Image-Library-08.zip>



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<http://media.towskim.com/2014/tow-skim-media-release-130425001-2.zip>

Phuket, Thailand. May, 2014. Long term local Phuket Expat, Mark Breit, together with his three young sons, Jack (9yrs), Connor (7yrs) and Tyson (5yrs) known locally as 'The Breit Boys', recently launched a new and exciting beach product for young active kids and their families called Tow Skim . After 1 year of development and planning, including patent and trademark registration, it is being called the "most exciting new beach product since the bucket and shovel".

Mark developed a skim board with an integrated adaptable tow rope system, hence the name Tow Skim, initially to keep his own boys entertained. When playing on the beach with the boards, many people asked where they could buy them so they decided to make it a business and an entrepreneurial project with his boys. "After some extensive research we found that there is nothing else like this on the market" "that is safe, fun and interactive for parents and kids of all ages to enjoy at the beach" says Mark.

Tow Skim, invented on the beaches of Phuket, was officially launched to the world on the 25th April at Layan Beach, Phuket with over 100 adults and kids supporting the official 'Tow Skim Birthday'. Layan beach is where the Breit Boys are often seen enjoying low tide skimboarding or catching surf season waves. "Tow Skim is more than just a toy" says Jack waving his wristbands around. "When you buy a board you get a tribe wristband and rider level bands so you become part of the tribe" continues Connor. "We want kids all over the world to 'join the tribe' and get Tow Skimming". "The rider level wristbands are included to encourage kids to develop through the riding levels and parents can reward the kids accordingly as they graduate" says Mark.

Their slogan, "Don't get pushed around, get pulled" has a few parents a bit dubious about the fact that they may be coerced into being the tower, however, Mark mentions that kids can also pull kids as once they



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are skimming on the surface of shallow water, the skim board and rider are as light as a feather; and running along the beach is a great way to keep fit all the while keeping the kids happy at the same time!

The website, towskim.com went online in conjunction with the launch day, after several weeks of development by online solutions 'e-sherpa', Eric Hehl. The site, developed for both parents and kids to enjoy, is loaded with great videos about Tow Skim, some of the cutest rider tutorials you'll ever see, awesome tricks along with a range of other really cool photos and information. The online shop offers great deals on boards, accessories and merchandise and currently purchases can be shipped to Thailand, Singapore, Hong Kong, Malaysia, Indonesia, Vietnam and Philippines. Australia, NZ and Canada will be online soon and Tow Skim is working with distributors in other countries towards a more global roll out.

To continually promote Tow Skim and encourage more families to get to the beach and spend time together having fun, Tow Skim arranges Tow Skim Tribe activities where families who have purchased boards, along with friends who want to join or see what Tow Skim is all about, are invited to ride together at selected beaches at low tide. Tribes are starting to pop up in the region and the Breit Boys are hoping that Tow Skim will have tribes at every beach around the world real soon. To learn about upcoming Tribe Days in your area, visit www.facebook.com/towskim, or www.towskim.com.

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Note to the Editor:

About Tow Skim: Tow Skim was launched on Layan Beach, Phuket in April 2014. The concept was hatched and developed by former colleagues, Australian professional leisure manager Mark Breit, American IT and business solutions expert Eric Hehl and Mark's three boys, Jack, Connor and Tyson. It has been a true partnership from the outset, with the boys providing insightful and valuable input into all aspects of the development. Tow Skim has been "sighted" in more than 12 countries and parents and kids try it and go online to sing its praises. So join the Tribe. Everyone's Welcome.

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