



For Immediate Release

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Phuket, Thailand

Tow Skim Takes Asia Pacific by Storm

Phuket Father and Sons' Innovative Beach Fun Idea Takes Off



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Phuket, Thailand. September, 2014. Tow Skim the innovative invention of Mark Breit and his three young sons which adds a new and exciting dimension to having fun on the beach by skimming across the shallows, is taking beaches around Asia Pacific by storm.

Tow Skim is definitely a family affair, with Australian and long time Phuket resident Mark's three sons Jack ("Champ") 10; Connor ("Connor Dog") 8 and Tyson (Tys) 5 having huge creative input from day one.

Mark, who revels in the title of "Global Tribe Chief," explains how the idea came about: "This is a kid's fun activity developed by kids for kids. I watched the kids playing on a skim board one day and noticed that Jack could ride it but Connor, at 5 years and Tyson at 3 years wanted to, but have the skills. I thought about using a rope system and discussed the riding levels with the boys in the car on the way home. They were extremely excited and we went home and cut out some boards. I'm not a fan of making sandcastles or lying on the beach but like keeping fit so the idea just evolved from there."

Tow Skim is a beach board with a rope attached that enables kids of all ages (as long as they have another kid or adult to pull them) to speedily skim across the shallows of the beach anywhere in safety. It promotes coordination, balance, confidence and fitness in a fun way that no other beach activity can match.

The simple design means the kids can sit, stand or kneel on the board as it skims effortlessly along the shallows of the beach, pulled by another kid or adult. The adjustable tow system encourages kids to begin with kneeling (Knee Rider), move to the standing with the rope attached to the board (Handle Rider) and progress up to the Free rider level where the rope is disconnected from the board and then all kinds of tricks are possible.

Five Fold Increase in Production

Tow Skim has found a willing market. It has sold 200 boards in two months in six countries since its launch on Phuket's Layan Beach in April this year. Demand has forced Mark and the boys to increase production five-fold.



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Tow Skim boards have already been sighted in more than 12 countries. At present it is currently being shipped to Hong Kong, Malaysia, Singapore, Vietnam, Indonesia, the Philippines and Thailand with Australia and New Zealand firmly in Mark and his sons' sights as the summer in those countries approaches.

In keeping with the fun aspect *Tow Skim* followers become part of the "*Tow Skim* Tribe." Mark and his sons have skilfully used social media to extend the "tribe" with customers from as far away as Canada singing *Tow Skim's* praises.

Says Mark: "My fellow "board directors" and partners—my three sons, Eric and I firmly believe *Tow Skim* will revolutionise fun at the beach for kids and adults alike. It is easy to do, safe, great fun for the whole family and not expensive." "It encourages inter-activity among parents and kids at an exciting and fun level."

A Family Affair

The idea, development and marketing of *Tow Skim* have been a remarkable testimony to the creativity of the young boys. The boys have even joined their father, in the branding and marketing of the boards.

Tow Skim is a story of taking an existing idea, in this case, SKIM boards, to a whole new level. Starting with the boys' love of riding anything that floats, glides or slides on Phuket's beautiful beaches, Mark and his sons hit on the idea of making the experience far more exciting by the simple idea of attaching a rope to a skim board to make pulling easier and prevent sea water from being splashed into the board rider's eyes.

This simple design meant the kids (and adults) can sit, kneel or stand on the board as it skims effortlessly across the shallows of the beach pulled by another kid or adult.

The idea of making some boards and selling them to friends on Phuket quickly snowballed into obtaining a patent for the idea and international expansion. Prototypes were made and tested, logos and designs for the boards developed and the brand name, *Tow Skim*, hatched.

Businessmen Boys

Mark, a former senior manager with experience in promoting leisure activities and formerly a physical training instructor in the Australian army, has also used the *Tow Skim* project as an opportunity to involve his sons in business practices at every level, to develop their entrepreneurial skills, to learn about marketing and branding, merchandising and even finance.



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While the boys cannot legally be members of the company board, they are definitely “board members.”

To their great credit the boys also wanted to use the success of *Tow Skim* to help other children less fortunate than themselves. Mark and the boys are working on development of a “foundation” idea whereby USD2 from every board sold goes toward helping other children.

There are three different coloured *Tow Skim* boards are currently available in “O-wesome Orange,” “Go Fast Green” and “Blast Off Blue.”

Reaction to the boards by parents who have purchased them has been overwhelming. Examples: Ben from Hong Kong: “Tow Skimming for the first time. Better than a gym membership.” Or this from the Jacklin family of Canada: “Move over Mr. Bucket and Mrs. Shovel. There’s a new kid on the beach.”

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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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