

Press Release

HAMMERHEAD

For Immediate Release

Ferrisburg, VERMONT, USA – October 11, 2004 - CherryMax sleds unveils new high performance recreational gravity snow sled, the HAMMERHEAD to the general public. The impressive sled is attractive in visual design and is equally at home in the back or on the mountain via chairlift. It is available this fall at exclusive outdoor retailers and direct through the manufacturers web site.

The Hammerhead sled is a re-design of the traditional snow i.e. the famous Flexible Flyertm. This sled was brought into the 21st century using up-to-date styling while performance and safety were the top priorities for the design team. Materials include aircraft-grade (6063) aluminum frame, thermoplastic elastomer (TPE) load-bearing seating and high density polyethylene (HDPE) for extremely fast skis. The sled weighs in at a mere 9.8 lbs- making it the lightest of any performance sled. This sled also features precise patented steering and suspension. The controllability afforded by this new steering, plus the Hammerhead's soft curves and optional sit up position make the Hammerhead the safest sled on the market. It is also easily controlled in the headfirst position. The Hammerhead is easy to handle and versatile enough to for extreme sledding, backyard fun, or backcountry hills. With its customizable quick on/off skis, the sled can handle very hard pack such as frozen granular to about 5 or more inches of powder.

Also unique to the Hammerhead:

- Precision patented steering (controllable enough to meet ski area requirements)
- Suspension for softer rides
- Ergonomic AirTastic! seating
- Dual-position riding
- Backpack-able
- Strength (computer analyzed and destruction tested)
- Customization (backrest, headlights, taillights, striping, mirrors, etc.)
- Handles variable snow with quick change snow contact rails (from hardpack to powder)
- User-Replaceable components
- Web site with venue listing, safety, full support and service
- Accessories for racing, family fun and personalization

Chief Marketing Officer Steve Luhr sums it up this way: "Sledding is recreation that has existed 100 plus years - at least since the Flexible Flyer has been around. CherryMax Sleds would like to help bring it back to life with the technology people expect today. Sledding has incredible advantages in our busy, over committed, video game world as it provides exercise, gets people outside and together, it's local, simple, cost-effective, and safe."

The HAMMERHEAD can be found at key outdoor specialty retailers and on line at www.hammerheadsled.com

About CherryMax Sleds

CherryMax Sleds (a Cool Front, Inc. company) was founded in 2002 to design and market the best recreational snow sleds in existence. We are committed to bring sledding back to the forefront as a recreational pastime. The product goal was to re-create the feeling of sledding our grandparents had back when the Flexible Flyertm was marketed in 1889. The flagship sled, the Hammerhead, looks and performs like nothing in the past, yet is approachable. It's at home in the back yard or on the steepest ski slope you can find. The CherryMax promise: to get more people out in wintertime—having fun.

CherryMax is privately held and based in Vermont. Products can be found on-line and through leading outdoor specialty retailers. CherryMax's intellectual property is extensive and protected under US and International patent and trade law.

What Sledding Is All About

CherryMax Sleds

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