

Contact: Rebecca Bamberger
BAM Communications
C: 619-917-5109
Rebecca@bamcommunications.biz

FOR IMMEDIATE RELEASE

American Wave Machines, Inc. debuts world's first surf arena at Boulevard de Asia, Peru, during event sponsored by Movistar and Quiksilver

The San Diego-based artificial wave company introduced the largest surfable standing wave machine in the world

Solana Beach, Calif. – January 27, 2011—[American Wave Machines, Inc. \(AWM\)](#), the leading wave technology innovation company, announced the debut of the world's first surf arena featuring the [AWM SurfStream® model SS5024](#) at the grand opening of the 'Ola Movistar' surf arena in the Boulevard de Asia outdoor mall, near Lima, Peru.

On site at the Quiksilver and Movistar sponsored event were members of the Peruvian National Surfing team and 1,500 paying customers.

"It is a stationary wave, it's different; but at the same time it's super fun and does feel a lot like the ocean," said ASP World Champion Surfer, Sofia Mulanovich.

"With the rich surfing culture in Peru, standards were high for the venue in terms of authenticity and sustainability. The SS5024 is a multi-purpose system that will satisfy the skilled surfers of Peru but also meet the needs of developing and first time riders," said Bruce McFarland, President of AWM. "It's been a great experience working with the team at Boulevard de Asia. They are truly visionary in being first to market in South America with innovative technology like SurfStream."

Guillermo Gonzales, Peru Surf Federation President and Arena Operator noted, "As one of the largest recreation centers in the world, this surf arena puts Peru at the forefront of the region, offering a perfect place for athletes, fans and the general public to have guaranteed training, where they can not only practice the sport of surfing, but they can also share it with family."

AMERICANWAVEMACHINES

Corporate partner Movistar embraced the vision and chose to get involved with the debut event. "As well as being a new exclusive venue with modern lounge areas, the 'Movistar Wave' makes it possible for everyone to practice surfing, what is developing into the flagship sport of our country. The wave will help spur the development of young surf talent," said, Fiorella Espejo, PR and Marketing Director for Movistar.

With programmable controls and modular inserts, the SurfStream® model SS5024 creates multiple wave types in one machine. For experienced surfers the signature wave is the single 5' barreling wave with 20' of face to carve on. This set of wave modules can be assembled in both right and left breaks accommodating goofy and regular foot riders. For broad appeal, the system also has training and intermediate waves which operate at lower power.

Other sponsors at the event included Skull Candy and Burn.

About American Wave Machines, Inc.

[American Wave Machines, Inc. \(AWM\)](#) is the powerhouse creator of artificial wave technology for applications in the hotel/resort, recreation, and action sports industries. Its patented SurfStream®, the world's first standing wave machine, is a technology breakthrough that delivers authentic surf and wave riding capabilities. The company also offers PerfectSwell™ wave generators for wave pools and custom surf pool design and equipment for large surf pools. For more information, visit www.surfstream.com.

About Boulevard de Asia

Located 97.5 km south of Lima, Peru in the Asia District, Boulevard de Asia receives over 2 million visitors per year at its shopping mall and nearby family entertainment outlets. Open since 2003, the commercial zone has become a premier entertainment destination in Peru. For more information, visit www.boulevardasia.com.

###