

AMERICANWAVEMACHINES

FOR IMMEDIATE RELEASE

American Wave Machines, Inc. Making Waves for Dick Van Patten's Natural Balance Pet Foods, Inc. 2012 Tournament of Roses® Parade Float

Tillman the bulldog will be surfing down Orange Grove Boulevard on an American Wave Machines system developed specifically for the Rose Parade

Solana Beach, Calif. – November 21, 2011–[American Wave Machines, Inc. \(AWM\)](#), the leading wave technology innovation company, announced the successful implementation of the world's first wave machine for the 2012 Tournament of Roses® Parade Float, sponsored by [Dick Van Patten's Natural Balance Pet Foods, Inc.](#)

Over 100 dogs turned out at Fiesta Floats for the casting call to show off their surfing skills in a 70 foot long wave pool developed by AWM. The winners will be surfing on the float for the prestigious [123rd Rose Parade](#) on January 2, 2012 in Pasadena, CA. The float, built by Fiesta Floats and wave generator by American Wave Machines will break the Guinness World Record as the World's Heaviest and Longest Float.

"We've been involved in a lot of wave technology applications, but this has to be one of most unique. I grew up surfing in Manhattan Beach, California and always watched the Rose Parade. I never imagined that dogs would be surfing down Orange Grove Boulevard, let alone that my company would develop the system," said AWM Founder and President, Bruce McFarland. "The team at Fiesta Floats and Natural Balance have been great to work with."

"Being a Southern California surfer, I was stoked to find American Wave Machines for this project, a company with California roots dedicated to creating authentic surfing experiences," said Ron Davis of Natural Balance, Inc. "The wave worked perfectly and [Tillman and Friends](#) love it."

About American Wave Machines, Inc.

[American Wave Machines, Inc.](#) 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. With a legacy and deep roots in the surfing

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tradition, President and Founder Bruce McFarland and his team are committed to developing and producing only the highest quality wave systems to deliver authentic surf and experiences. 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.

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