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Anywave//Anywhere

FOR IMMEDIATE RELEASE

**Body Glove and American Wave Machines Launch
Body Glove Waves**
Authentic Surf Anywave // Anywhere

Solana Beach, CA (August 24, 2009)--[Body Glove International](#), one of the world's foremost watersports brands, and [American Wave Machines, Inc.](#) (AWM), the world's leading wave technology innovation company, have joined forces to create Body Glove Waves, true surfing machines that allow people to surf anytime, anywhere regardless of their proximity to oceans or rivers.

Body Glove Waves is a strategic addition to the brand allowing Body Glove to deliver its passion for surfing to its famed wetsuits, swimwear, clothing, footwear, accessories and water sports team events. Whether at a waterpark, surf park, hotel/resort, or an innovative retailer, Body Glove Waves uniquely creates waves of varying types and sizes in small spaces. These waves are safe enough for novices or challenging enough for competition.

“Spreading our passion for surfing to people across the globe is our long term goal,” said Robbie Meistrell, CEO of Body Glove International, LLC. “Surfing is so core to what we do and who we are. We knew we had to provide the absolute best, most authentic experience possible. By joining forces with AWM—a Southern California company with a long surfing heritage much like ours—we’re that much closer to reaching that goal.”

AWM is the powerhouse creator of the SurfStream® and PerfectSwell™ machines, which are found in surf parks, resorts and waterparks around the world. These machines provide a deep cushion of water that can be carved using real surfboards, fins and all. The rider can translate those skills directly to oceans and rivers.

“Growing up surfing in Manhattan Beach like Billy and Robbie Meistrell, I spent many hours studying the waves and making my own boards, learning how to judge wave quality and get a good ride,” said Bruce McFarland, CEO of American Wave Machines. “For the past 20 years my company has worked to engineer and improve hydrodynamics, with the result being the ultimate standing wave machine. This is an incredibly exciting time for AWM and for Body Glove as well.”

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“Competitive surfers like Lauren McLean, Elijah Mack and Ian Bloch have surfed on our machines and love them. These pros understand the potential of this kind of wave.” said Meistrell. “The current Body Glove Waves is a fun ride and its modular design lends itself to continuous upgrades and innovation, which is a tribute, to AWM’s engineering prowess. When you ride Body Glove Waves in any part of the world you’ll have an experience so real you will have found your passion.”

Body Glove Waves buyers will realize immediate return on investment by tapping into the Body Glove brand to provide surf lessons, surf clinics/refreshers, retail merchandise, contests and competitions as additional sources of revenue. Check out video of the newest Body Glove Waves installation at the Beaches Turks & Caicos Resort Villages & Spas Pirate’s Island Waterpark, featuring Beaches CEO Adam Stewart, at www.bodyglowaves.com.

For more information on Body Glove products and athletes go to www.bodyglove.com and get daily updates at www.bodygloveartbox.blogspot.com.

About Body Glove International

Founded in 1953 by Bill and Bob Meistrell, Body Glove is a leading, worldwide watersports brand specializing in wetsuits, swimwear, clothing, footwear, accessories, and technology accessories. The company sponsors one of the most respected surf and wakeboard teams in the industry with such powerhouse names as pro surfers Dusty Payne, Gabe Kling, Mike Losness, Alex Gray and Holly Beck and wake boarders Rusty Malinoski, Shelby Kantar and Jeff McKee. Through Reef Check, SIMA’s environmental fund, and the Surfrider Foundation, Body Glove works to preserve the purity of the waters it loves. Body Glove products are sold in the U.S. by a network of independent retailers. Body Glove is also sold in approximately 50 countries internationally.

About American Wave Machines, Inc.

American Wave Machines, Inc. (AWM), is the world’s leading wave technology innovation company, delivering concepts, design, engineering, supply and installation of every available artificial surf technology. Its SurfStream®, the world’s first and only patented standing wave machine, is a technology breakthrough that delivers authentic surf and wave riding capabilities in a small footprint. 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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