



For Immediate Release

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SwimWays® takes skateboarding to a new level!

(Virginia Beach, VA, August 18, 2005) – Subskate™, the first underwater skateboard which received international acclaim following a 2004 introduction, now will be manufactured by SwimWays, a leading manufacturer of pool and recreational products. SwimWays takes over the domestic license for Subskate beginning October 1, 2005, making it available to retail stores for the holiday season.

Subskate's inventor, Jerry Fielding – a commercial airline pilot for Northwest Airlines – created the item in 2003, marketed Subskate successfully to specialty retailers around the globe, and earlier this year turned over development and sales of the world's first underwater skateboard to SwimWays.

“I have always been impressed with SwimWays' ability to develop a product. Look at the success of Toypedo® and how they've kept it as one of the most successful toys in history. SwimWays is able to make it feel brand new each summer,” Fielding said.

“My dream is to place Subskate in every pool in America, and I believe SwimWays is the company that can make it happen,” Fielding added.

Subskate will dive into the 2006 summer season with new artwork and packaging and a brightly colored product assortment of blue, green and orange. MSRP for Subskate is \$19.99.

SwimWays Corporation, headquartered in Virginia Beach, Va., is a leading manufacturer of popular water toys and swim floats. The company enjoys distribution in major international retail chains and thousands of specialty shops worldwide. This summer, SwimWays advertised two of its best-selling product lines – Rainbow Reef™ and Spring Float™ – on national network and cable TV. Later this year, SwimWays will make a splash with two counter-seasonal consumer brands. PlayWays™ will offer high quality non-water toys for kids. Products featuring the Holiday Arts™ label will help consumers create their own holiday magic. For further information, go to www.swimways.com.

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