

K2 Snowboarding Pro Rider Gretchen Bleiler Wins ESPY Award
Bleiler is Fans' Choice for "Best Action Sports Female"

LOS ANGELES, Calif. - Seattle-based K2 Snowboarding's star pro athlete Gretchen Bleiler was chosen for "Best Action Sports Female" at the 2008 ESPY awards which aired on ESPN in July. Bleiler prevailed as the fan's choice over tough competition including snowboarder Lindsay Jacobellis, motocross athlete Jessica Patterson, and surfer Stephanie Gilmore. This was Bleiler's second ESPY nomination and first ESPY win.

"The ESPY is one of the biggest awards in sports and it was a huge honor to win," said Bleiler. "[Justin Timberlake] was the best host ever and it was a great night all around." Gretchen is the reigning X Games champion and was a silver medal winner in the 2006 Olympic Winter Games. Bleiler rode to her podium finishes a K2 Mix snowboard designed in Seattle.

About K2 Snowboarding:

Born in the U.S. Pacific Northwest in the shadows of the Cascade Mountains, K2 Snowboarding was raised in the backcountry of Baker. From the beginning, the company's goal has been to create original concepts and technology that drive snowboarding forward. Today K2 continues to innovate and progress the sport from the backcountry to the parks and everything in between. For more information visit www.k2snowboarding.com.