**Jones Snowboards wins ISPO award for board reinforced by TeXtreme®**

**Borås, Sweden, March 4th, 2014**

Snowboard brand Jones Snowboards has been awarded best in class at the ISPO show in Munich, Germany, for their Ultracraft Splitboard reinforced by TeXtreme®.

ISPO is the leading international sports business tradeshow and at the ISPO winter event in Munich held February 2014 the Jones Ultracraft Splitboard was recognized as the winner in the Action Segment Splitboard Category. ISPO Awards honor the most exceptional sporting goods developments which are selected by a neutral jury of independent sports business professionals. Also named a 2013 Gear of the Year award winner by National Geographic, the Ultracraft Splitboard joins the ranks of the world’s best products.

“This is a huge honor for us,” said Jones Snowboards Founder, Jeremy Jones. “Our commitment to providing riders with the best, most progressive gear is what drives our brand. Knowing that the global snow sports industry finds the Ultracraft as revolutionary as we do is exciting and humbling.”

TeXtreme® Technology is used in products requiring weight savings, improved strength and stiffness. TeXtreme® is a unique kind of reinforcements primarily produced using carbon fiber. Products reinforced by TeXtreme® in general achieves weight savings of about 20-30% on the finished product compared to when using conventional carbon fiber reinforcements. When comparing to steel and metals, the difference is even greater.

Sports products reinforced by TeXtreme® have for the last couple of years been highly successful resulting in victories in Tour de France, Formula 1, Americas Cup, NASCAR, Stanley Cup and much more. The outstanding track record for brands using TeXtreme® strengthens the position for TeXtreme® as the new standard material for high-end sporting goods products.

“We are proud to have contributed to such a respectable award-winning product that Jones Snowboards has put to market. This adds to the long list of strong brands and winning products built using TeXtreme®, all contributing to the ongoing success of this unique technology”, said Henrik Blycker, CEO of Oxeon – makers of TeXtreme®.

The Jones Ultracraft Splitboard is the newest addition to the list of applications making use of the novel TeXtreme® Technology. Other applications reinforced by TeXtreme® include bicycles, ice hockey sticks, golf shafts, hockey sticks, surf boards, skis, canoes and rowing boats, etc.

**About Jones Snowboards**

Jones Snowboards, founded by legendary big mountain rider Jeremy Jones, has crafted the ultimate quiver of performancefreeride boards and backcountry packs that reflect not only his passion for the sport, but also his demand for performance, durability and sustainability. Jones boards are made in Austria, using the highest quality and most sustainable materials possible, including recycled ABS sidewalls and FSC wood cores. Jones is a proud supporter of Protect Our Winters, 1% for the Planet, Brands For Goods and Green Room Voice.

**About TeXtreme®**   
TeXtreme® Spread Tow reinforcements is the ultimate choice for making ultra light composites. TeXtreme® Technology is flexible and tow-size independent which enables development of optimized reinforcement solutions tailor-made for specific application needs. Utilization of TeXtreme® Spread Tow carbon fabrics and carbon UD tapes by manufacturers of advanced aerospace, industrial and sports products confirms that 20-30% lighter composite parts can be produced with improved mechanical properties and superior surface smoothness.

TeXtreme® is a registered trademark owned by Oxeon AB. Founded in 2003, Oxeon has quickly established itself as the market leader in Spread Tow reinforcements with its products marketed under the brand name TeXtreme®.

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