

PRESS RELEASE

WHISTLER, BC – December 5th , 2008 – Mark Abma joins the Magic Potion team!

Magic Potion, producer of high performance, eco-friendly gliding products, is launching their line in North America for the 2008/9 winter season. In conjunction with the launch, they are excited to announce that two-time Powder Magazine Athlete of the Year, Mark Abma, has joined the Magic Potion Family.

Whistler based Abma, needs no introduction. His extensive list of competition and ski film accomplishments rivals that of any free-ski athlete, but more importantly for the company his philosophy and attitude matches that of Magic Potion.



"I was never one to wax my skis in the past...I just never gave it the time. Magic Potion created an unparalleled wax that is easy to use, eco-friendly, and has amazing performance results. I think it's really great to see what Magic Potion has accomplished with their product and I'm proud to be a part of the Magic Family" says Abma.

In his time off skis, Mark is forming a foundation to support mountain sustainability, and Magic Potion is pleased to be working with him towards his goal.

Magic Potion produces a line of high performance, efficient but eco-friendly gliding products, that contain no fluorocarbons, no paraffin and no wax. Plus, you don't need an iron to apply Magic Potion! The products are 100% biodegradable and, unlike other competitive products, will last for days.

Based in France, Magic Potion has been on the market in Europe for 4 years and now has distribution in North America, based out of Squamish, BC.



Check out more at www.magicpotion.ca