Snowboard Boutique Devoted To Female Shredders

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Shreddingbetty.com : Because Snowboards Have Curves Too

shreddingbetty.com , a snowboard
lifestyle company and e-tailer brings premium equipment, apparel and accessories to a national audience with the launch of their female focused online store.

Created by female snowboarders, Kim Goldstein and Jan Kodadek, shreddingbetty.com is the premier shop for quality gear and apparel created specifically for female riders. shreddingbetty.com offers performance equipment and apparel, including snowboards, bindings, jackets, pants, goggles and streetwear. Committed to maintaining an intimate, core shop spirit, shreddingbetty.com is selective in choosing progressive brands such as Salomon, Arbor, Rome, Bonfire, Nikita, Neff, Von Zipper, Skullcandy and more.

shreddingbetty.com has created a technical resource deciphering how specific product technologies impact a rider's performance. In addition, riders have the opportunity to post product-specific feedback on the site, allowing customers to share knowledge and gain a better understanding of a particular product.

"We focus on offering the best products on the market, while remaining on top of the latest trends," says Kim Goldstein, co-founder of shreddingbetty.com. "We are committed to transforming the landscape of the sport, by providing cutting-edge gear, created specifically for women that will support and enhance their riding regardless of skill level."

shreddingbetty.com also organizes and sponsors events across the United States that foster the expansion, unity and interaction of the female snowboarder community. During the winter 2008 season, shreddingbetty.com will be producing events for female riders in several top snowboarding markets, including New York, Vermont, Colorado and California. Media alert and invite to follow.

"By highlighting women as an important and viable market to snowboarding companies, we continue to reinforce the on-going investment in and development of women's product lines, events and competitions," adds Jan Kodadek, co-founder of shreddingbetty.com.

shreddingbetty.com is committed to social and environmental responsibility. shreddingbetty.com is powered by 100% green-certified renewable energy, using 8,775 kilowatts from Renewable Choice Energy.

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