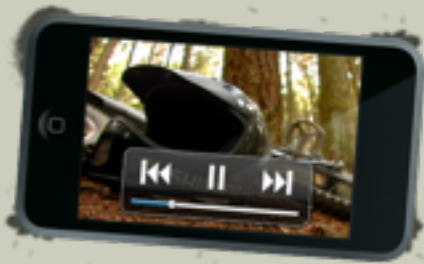


WEST COAST STYLE

MOUNTAIN BIKING INSTRUCTION

West Coast Style launches new Mountain Bike Instructional Series!



In February 2009 West Coast Style launched their new website. The site features a Mountain Bike Instructional Series with e-books and videos formatted for quick download to your computer or handheld device. A RSS feed provides updates on new content. A Blog area includes riding montages, special features, tips, a *Dictionary of Skills* and more. The site shows a commitment to a greener business plan. No paper or packaging, no ground or air shipping, nothing to waste or recycle. Videos for the new Instructional Series are available now. E-books are published every 3-4 weeks. Pricing is \$2.99 per video, \$4.99 per e-book, and a \$6.99 discount price for *combos*.

E-book lessons are clearly written and give readers a good look at mountain biking skills - where they are used, key movements required, teaching points to guide practice, progressions for skill development and an assessment sheet for tracking progress. The complete e-book offers instruction for all skills covered in the successful West Coast Style instructional DVD's. Video clips from these DVD's are available to complement the written lessons. This comprehensive and entertaining Instructional Series downloads instantly for use in your home or where ever you go.

Background:

The team at West Coast Style produced their first instructional video *West Coast Style - Mountain Biking* in 2001. In 2005, they produced a second, with award-winning cinematography - *West Coast Style - Freeride Fundamentals*. Both DVD's feature riding by world-class athletes including Ryan Leech, Shaums March and Jay "Hoots" and instruction by the sport's finest, Joan Jones, Daamiann Skelton and Elladee Brown. E-Book content is derived from material Joan Jones co-authored in 2001 for the Canadian Mountainbike Instructor Certification curriculum.



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