



Girl Rider Company Fact Sheet and Press Kit

Girl Rider Company Fact Sheet

Our Mission:

Girl Rider® mission is to provide high quality clothing and accessories with original imagery for women and girls who embody the California athletic lifestyle, and to use a portion of our proceeds to help protect our environment and give back to our community.

Why Girl Rider®?

People love to ask us “What makes you different or better than any other apparel company?” Well, it’s not as simple as having a flame broiled all beef patty. But here are the reasons that surface as we try to contemplate this question truthfully:

- Girl Rider™ is no different from any other company trying to create a socially conscious, cutting edge, design-driven, soulful and fun company, while staying true to our roots, supporting our retailers and focusing on attention to detail with an obsession worthy of medication.
 1. *Top quality materials and fit.*
 2. *Original imagery that you won’t find in any other store.*
 3. *Commitment to supporting our retailers and serving our customers.*

What we’re doing:

- Having fun, being creative and giving back.

Through dissatisfaction with the typical corporate world, Nick vowed to either do something different with Girl Rider®, or not do it at all. Inspired by companies like Chris King, Cliff Bar and Newman’s Own, he knew there was a way to create a profitable yet socially conscious company.

And so began the quest to have fun, be creative and give back, while designing high quality, beautiful garments and offer them at affordable prices.

Our commitment is to give back in ways that are meaningful to us and our customers by:

1. **Supporting upcoming athletes** – Each year Girl Rider® will showcase an underprivileged athlete and help them with equipment or entry fees to provide them a leg up.
2. **Helping to protect the environment** – Girl Rider® is building relationships with organizations such as Surfrider Foundation and The Nature Conservancy in order to donate net profit to foundations that protect the environment and have minimal administrative loss.
3. **Giving back to our community** – We know from our experience in the corporate world, that most companies create a lot of waste. At the end of each year, Girl Rider® will donate all unused samples to local women’s nonprofit organizations.

The Girl Rider Story

Nick Myerhoff grew up in the San Fernando Valley, a suburb of LA where skateboarding was born during the 70's. His lifelong friend Michelle lived across the street, and the two would ditch school together and bus it to Santa Monica beach to surf. Nick's love for the outdoors eventually took him to Lake Tahoe where he fostered an obsession for extreme skiing and eventually snowboarding. While living the mountain lifestyle he finished his BFA in ceramics.

Nick entered the corporate world after school by working as a video game designer and art director, however in late 2005 after a successful 10 year career ranging from 3D animation to designing Barbie bicycles, Nick's patience ran out and he resigned from his position, sold his home in Tahoe and began to search for something with more purpose and soul.

Michelle had realized early on that she did not wish to reside in corporate America and decamped to Baja to purchase a 100 acre ranch with a few friends, where they surfed daily and Michelle quickly became known as "Conchita Mich". Her degree in environmental science had instilled a resourcefulness that enabled her to make soap from scratch using the indigenous plants on her ranch, and print shirts for the local market. During a visit to the ranch, Nick and Conchita talked late into the night and as the tequila ran dry, the seeds of Girl Rider® took root. The next day, using Conchita's vintage equipment in the back of her thatched roof ranch, with a single solar unit, the first Girl Rider® screen was burned and Nick's original *Totem* design was printed.



The passion for Girl Rider® that was born that night in Baja has only continued to grow with intensity, as more original designs continue to be created and additional items are added to the Girl Rider® lines – all of which are crafted with love for the outdoors and commitment to quality.

Conchita Mich, obsessed with the ocean, still spends 100% of her time in Baja where she has resided full-time for nearly 12 years. She sleeps under the stars every night and is unreachable whenever there is a swell. Nick splits his time between Ocean Beach in San Francisco where he has his finger on the pulse of urban trends, and the serenity of Tahoe where he bikes, skis and boards.



The first Girl Rider® Totem design, created in the desert at the tip of Baja on Conchita Mich's



Conchita Mich and Nick printing the first Girl Rider® Totem design.



Nick spends plenty of time in the print shop making sure everything is exactly right.



Girl Rider® Launches New Spring Clothing Line: Look Good. Do Good. Feel Great.

Snow, Surf & Skate Friends Bring Authentic, Trend-Right, and Eco-Aware Attitude to Women's Athletic Apparel

San Diego, California – ASR – September 8-10, 2006 – Girl Rider® announced today the availability of its new spring clothing line, available at www.girlrider.com. The collection, inspired by the sexy, fun-loving and strong-willed women of California's mountains, beaches and urban playgrounds is a first for Girl Rider®. It includes apparel and accessories for girls and women ages 16 – 36 that embody and enjoy the surf, skate and snowboard lifestyle.

In addition to providing original new designs crafted with excellent quality, the company's mission is to give back through an innovative program that donates time, money and products to underprivileged athletes and relevant non-profit organizations.



"I moved from a middle class suburban life in LA to the tip of Baja twelve years ago with my boyfriend and some boards," said Conchita Mich, product evangelist at Girl Rider® who created the very first Girl Rider® girly t-shirt at her 100-acre ranch overlooking the breaks on the Pacific. "It was fun, it was exhilarating, I hated the branded corporate clothes everyone was wearing." Girl Rider® is carving a place for itself in the gap between function and fashion with high-quality clothing that feels great, has a completely original look, and supports the community.

The clothing is designed as an extension of boardsports culture, blending high-quality cutting edge body styles, and semi-technical apparel with fashion forward designs that are wearable everyday. The Spring 2007 collection features on-trend materials and silhouettes, such as super long tunics, and washed out translucent pieces. The imagery is all unique and created from pure originality. It is influenced by the prevalent urban underpinnings of San Francisco, and executed in an illustrative design-heavy style that is true to the founding artist. Girl Rider® favorites include:

- **Boy Beater:** Based on a women's version of a classic tank top, these 100% cotton 2x1 wide rib tops have a comfortable stretch and come extra long.
- **Super Sheer Tunic:** This ultra sheer 50s combed cotton tunic fits like a glove and is super soft. It has a tapered waist and can be worn hiked up or pulled down long, pre-washed.
- **Washout T:** A brand new favorite in many high fashion stores, the washout T is transparent, and perfect for layering. The fabric shows striations giving a worn-in look unique to each garment. Its 24s cotton poly jersey, pre-washed and has a fantastic fit.



*Tangerine
washout T with
Tribal design*

"Women are looking for products with better fit, more style, edge, and meaning than the typical male dominated companies offer," said Girl Rider® founder Nick Myerhoff. "Girl Rider® is out to revolutionize women's apparel design by combining the passion, exhilaration and fun of boardsports with superior fit, quality and style. The initial response has been overwhelming for the line."

Girl Rider® is in the process of building relationships with organizations such as the Surfrider Foundation and The Nature Conservancy. The company's goal is to create a formula for sharing annual profits with organizations that are making positive changes for the planet. Girl Rider® will have an aggressive charitable contribution program and will always be looking for new ways to give back, including providing support to upcoming underprivileged athletes by supplying equipment or entry fees. Additionally, Girl Rider® is committed to donating all unused samples to local women's non-profit organizations at the end of each year.

About Girl Rider®

Conceived in Tahoe and Baja, Girl Rider® creates apparel and accessories designed exclusively for women. Our focus is on specialty items that fit and function better, according to the needs of athletic girls and women. For more information, please visit www.girlrider.com.

Contact Info:

Girl Rider® Design
1418 18th Avenue
San Francisco, CA 94122

(415) 812-4450
www.girlrider.com

Nick Myerhoff
nick@girlrider.com

