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MIAMI KITEBOARDING CENTER JOINS KITADDICT™ -ETHICAL KITEWEAR "GREEN MY KITE™" PROGRAM.

<NEW YORK>, <09/30/2009> -

Kitaddict team is proud to announce its partnership with Miami Kiteboarding in Crandon Park, North Beach – Key Biscayne – Florida USA within the "Green My Kite™" Program.

The "Green My Kite™" Program is designed to support kiteshops, kiteschools, kite camps, kite associations or clubs willing to implement or already implementing specific eco-friendly initiatives through good practice sharing, kitesurfers awareness on their favorite shop actions toward environmental protection and a specific public relation support toward local and national press. The "Green My Kite™" Program is global and aims to involve a large number of participants.

Christophe, Miami Kiteboarding founder and owner commented "We are on the beach every day, we teach to people how to kite. We also organize a lot of competitions during the year: it is a perfect time to share about environmental questions and present our initiatives to the riders. Who else is in a better position to set examples and good practices? If we manage to inspire the hundreds of Kites that we meet every year to push our industry to implement high sustainable development standards, we will have done something really good. I'm very excited to team up with Kitaddict."

Guillaume, KITADDICT™ - Ethical Kitewear CEO, commented "Kite industry is fast growing, creative and serve an outdoor sport which is by essence eco-friendly and sustainable. When we kitesurf, we enjoy the most beautiful places in the world using one of the most renewable energy: the wind. Practicing kite allows developing local economy in favoring the set up of local shops and lodging. We have developed the "Green my Kite™" program keeping in mind that each action counts and that a large part of the Kite Community is supporting initiatives aiming to limit the impact of our activities. When we met with Christophe and Miami Kiteboarding team, we immediately found a common ground of interest for environmental challenges and found exciting to team up through the "Green My Kite™" program".

For additional information on Kitaddict™ "Green my kite™" Program, please contact Guillaume Moyen.

ABOUT KITADDICT™ Lic: "KITADDICT™ - Ethical Kitewear" is the world's leading ethical kitewear company, which designs, produces and distributes trendy and technical clothes (T-shirts, boardshorts, rashguards, hoodies for men and women) dedicated to kitesurf since 2005. Through its sustainable development program "Ethical Kitewear", KITADDICT™ offers apparels made of eco-friendly material such as Bamboo, recycled polyester and organic cotton.

This initiative is part of the Community Involvement program of "KITADDICT™ - Ethical Kitewear". KITADDICT™ LLC implements a sustainable development program around 5 principles of actions and

programs: (1) Minimizing the environmental footprint of its activities, (2) Customer satisfaction (3) Social responsibility, (4) Continuous improvement and (5) Community involvement.

The company's corporate and Americas' headquarters are in Little Neck, New-York while its European operations are in Bordeaux, France.

"Green my Kite TM" is a trademark of Kitaddict LLC.

About Miami Kiteboarding Center: Miami kiteboarding is the leading kiteboarding center in Miami and South Florida since 2001.

Located in Crandon park Key Biscayne , we operate the first kiteboarding concession approved and recognized by the County. We provide high-quality teaching which standards are recognized by the International Kiteboarding Organization and each of our student receive a worldwide certification card .

Thanks to our ideal shallow water spot, students learn much faster and confidently than anywhere else.

Our mission is to set higher standards for safe kiteboarding practices.

In a long term prospective, the effort involved today will determine the proper growth of the sport at its best for future generations of kiteboarders.

Working on educating and training kiteboarders everyday by teaching them the safest methods they need to know, we are dedicated entirely to keeping kiteboarding a safe sport and achieving self-enforcement and responsibility exercised by each kiteboarder.



NOTE: For further information about KITADDICT™-Ethical Kitewear, you are invited to look at our world at www.kitaddict.com.

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