



FOR IMMEDIATE RELEASE

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NLand Surf Park Selects Austin, Texas, as Home to North America's Inaugural Surf Resort

Innovative Technology Will Produce Six-Foot Waves; Net Zero Water Usage

AUSTIN, TEXAS – Inspired by the entrepreneurial spirit of his ancestor and brewing legend Adolph Coors, Doug Coors, chief executive officer of NLand Surf Park, and Travis County Commissioner Margaret Gómez today announced Austin, Texas, as the site for the first inland surf park of its kind in North America. NLand Surf Park brings the ocean to Central Texas in a lagoon, roughly the size of Lady Bird Lake between the Congress Avenue and South First Street bridges.

NLand Surf Park Founder and CEO Doug Coors remarked, "We designed the park to tread lightly on the land and all its resources, especially water. Even in the most challenging drought conditions, we will be capable of operating the lagoon with only rainwater. We partnered with Wavegarden®, the Spanish engineering firm that invented the wave technology, because they figured out how to create incredible waves that are super energy efficient."

"Energy consumption is much lower than existing wave generation technologies," Wavegarden CEO Josema Odriozola said. "NLand Surf Park will generate 300 distinct waves per hour suitable for surfers of all levels. We are extremely proud to have Austin as our first project in the United States. This is a significant milestone for our company."

The lagoon will feature eleven surfing areas with four different surfing levels ranging from beginner to professional. The patented Wavegarden® technology will create one-foot, four-foot and perfectly shaped six-foot waves every 60 seconds. The waves will never lose power or shape.

Located just minutes from Austin Bergstrom International Airport, NLand Surf Park is a private investment using no taxpayer dollars. Many Austin-based companies are being used for the design and construction of the park.

"NLand Surf Park will be a great addition to Central Texas," Travis County Commissioner Margaret Gómez said. "The tax revenue and job opportunities will make a difference for the people of Del Valle."

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“As an engineer, I am incredibly proud of what we will be creating in Austin,” Coors said. “As a surfer, I can’t wait to share the waves with my family and friends in Austin.”

NLand Surf Park plans to open in Austin, Texas, in 2016.

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About NLand Surf Park

Founded by Doug Coors, an engineer and a surfer, NLand Surf Park will be the only inland surfing destination of its kind in North America for surfers and wave sport enthusiasts from novices to world-class competitors. NLand Surf Park promotes inclusive, competitive and eco-friendly inland wave sports. For more information, please visit www.NLandSurfPark.com.

Facebook: <https://www.facebook.com/nlandsurfpark/>

Twitter: <https://twitter.com/nlandsurfpark>

Newsletter: <http://nlandsurfpark.com/#signup>

About Wavegarden

Founded in 2005, Wavegarden SL is an engineering company dedicated to the research, design, manufacture, installation, commissioning and promotion of wave generating systems and lagoons for surfing and other water sports. We remain true to our mission to share the incredible sensation of surfing perfect waves with everyone in the world, regardless of age, gender, level of experience, or geographical location. For more information, including videos, please visit www.wavegarden.com.