

### FOR IMMEDIATE RELEASE

#### Snowboard Star Johnnie Paxson joins Superheroes Management

**Seattle, WA - August 17, 2010** - Superheroes Management is pleased to announce the signing of pro snowboarder and northwest native Johnnie Paxson to its international client roster.

Paxson, who is 24, was raised in Portland, Oregon, and grew up riding the pristine terrain of Mt. Hood ski areas. Given his talent, work ethic, and versatility within the sport of snowboarding, he's widely regarded by industry and media experts as a key figure in its future.

According to Pat Bridges, editor of Snowboarder Magazine, "Johnnie Paxson is that uncommon combination of raw ability and raw desire. Unlike a majority of today's up and coming crop, Paxson cannot be categorized as simply a jib jock, or backcountry charger because he is equally adept at doing it all. Even double overhead halfpipe airs are within his realm. He is a hell of a nice guy to boot."

Among Paxson's areas of expertise are backcountry, park, and urban environments. His abilities and creativity are evidenced by his recent film and photo image output in major snowboard titles such as "Hard to Earn," Transworld's "Team Shootout," Snowboarder and Snowboard Magazine editorial coverage.

While historically focused solely on capturing editorial and film content, Paxson plans to have a dual focus this season by adding a competition element to his career. Given his proven abilities in the slopestyle environment, he has a great opportunity to become a breakout star in that space as well.

Paxson is the first Superheroes Management client hailing from the Pacific Northwest, an exciting development for the 10-month old Seattle-based agency. He's enthusiastic about the new partnership, offering: "I did a lot of homework before deciding to sign with Superheroes Management. In the end I believe I made the best choice for me and am now partnered with an agency that will do everything in its power to take my snowboarding career where I want it to go."

Paxson is proud to represent a strong portfolio of snowboard companies including Rome Snowboards, Dakine, Dragon, The Comune, and Windell's Snowboard Camp.

At Superheroes Management, Paxson joins a talented and dynamic client roster which includes the following international action-sport stars:

- **Bobby Brown:** 2-time Winter X-Games 14 Gold Medalist (Ski Slopestyle and Big Air)
- **Devun Walsh:** Snowboard legend ranked #4 on Transworld Business Exposure Meter
- **Brandon Semenuk:** 19 year-old freeride mountain-bike star, Red Bull Rampage champion
- **Drew Bezanson:** 2010 Simple Session, JoMo Pro, Toronto BMX Jam champion
- **Mikey Rencz:** Star backcountry snowboarder, 10 year veteran of Burton team
- **Sean Pettit:** 2010 Powder Magazine Ski Mountaineering winner Red Bull Cold Rush
- **Sebastian Toutant:** 17 year-old 'Ante Up' champion Empire Shakedown snowboard champ
- **Ryan Decenzo:** 2010 Summer X-Games Bronze Medalist, 2009 Dew Tour 2x Best Trick winner

For media and business development inquiries, please contact:

**Jaimeson Keegan**  
**Superheroes Management LLC**  
Management | Marketing | Connectivity | Ideas  
206-877-2140  
jk@superheroesmgmt.com  
www.superheroesmgmt.com  
www.twitter.com/superheroesmgmt