EX2028

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FOIL BOARDING COMPANY, INC.
Petitioner,

v.

MHL CUSTOM, INC.
Patent Owner

U.S. Patent Nos. 9,359,044 and 9,586,659
IPR Case Nos.: IPR2024-00086 and IPR2024-00085

DECLARATION OF NICHOLAS LEASON

1. My name is Nicholas Leason. I am the co-founder and CEO of MHL Custom, Inc. (hereinafter "MHL"). I joined MHL upon its founding in 2010.

2. I grew up in Puerto Rico and have been involved in watersports since I was a young child. I have been surfing since I was about 4 years old, and am the former Puerto Rican National Champion in windsurfing, kitesurfing, and paddle-boarding.

3. After high school, I went to the University of Utah where I studied mechanical engineering. I received a bachelor's degree in mechanical engineering in 2008.

4. After college, starting in 2010, I came home to Puerto Rico and worked as an engineer for a small company called Aspenall Energies. Aspenall Energies was involved with setting up industrial wind energy in Puerto Rico.

5. In 2010, I also began working at MHL in parallel with my job at Aspenall Energies. At that time, I was working around the clock trying to build up MHL, until I eventually quit my job at Aspenall to focus exclusively on MHL.

6. MHL's initial business involved designing, building and selling stand up paddleboards and racing boards. By 2015, MHL had expanded its operations to include surfboards, paddleboards, and hydrofoils for kitesurfing.

7. By 2015 there were personal watercraft out there like jet-skis or wave-runners, but those watercraft were typically quite large (e.g., over 500lbs) and required the use of a trailer, a boat ramp, and fuel to operate. These crafts were loud, and they are difficult to operate when riding on the surface of the water with any kind of wave or chop. These types of crafts also incorporated active control systems, including steering mechanisms, throttles, brakes, and moveable surfaces such as rudders.

8. At that time, there were also motorized surfboards for getting surfers out to the break in wave – but these were low powered and largely unstable. There were powered hydrofoils for sailing and for ferry boats, but these were not electrically powered and were not personal watercraft. There were sit-down foil skis that were towed behind a powered boat, but these were not self-powered. There were no electrically powered hydrofoil watercraft out there that were stable and that were solely controlled by weight shift. There were no self-powered, personal hydrofoil watercrafts at all.

9. In 2015, I began thinking of trying to create a self-propelled hydrofoil using a jet propulsion-like system. My goal was to create a product that could mimic the feel of surfing, snowboarding or skateboarding on the water, without the need for active controls, was sufficiently stable for ease of use, and was self-powered with power enough to operate at fast speeds and for longer periods of time. I wanted

to create something that was smaller, easy to transport, efficient, fast, maneuverable, stable, easy to ride, and fun. I first looked around for similar products to use as a visual basis for the initial design. I regularly attended industry trade shows, had products competing in races, and was otherwise always around different water sports and activities every day – and had been for years. Not once did I see anything that even resembled a self-propelled hydrofoil. Because there was nothing else out there, I knew I would need to start from scratch to design and build such a craft.

10. One of the first steps in my design process was researching electric motors and batteries trying to figure out how much power was needed to push a surfboard, as an example. I later tried to incorporate a hydrofoil into the design in order to decrease the power that would need to be generated by the propulsion system. After months of around-the-clock efforts, I had created some prototype devices, but they ultimately failed.

11. In the summer of 2015, I met with a patent attorney and we did some further research in the U.S. Patent Office. During this research, I discovered a patent application that was submitted by an aerospace engineering professor from Penn State named Jacob or "Jack" Langelaan. Professor Langelaan's patent application was for a personal hydrofoil watercraft and I thought what was disclosed in the patent application was really good and well-written and seemed to be many

steps ahead of where I was with trying to create a similar device. This is the first time I had seen anything out there that even remotely seemed similar to what I had envisioned creating.

12. I decided to try and reach out to Professor Langelaan to discuss his invention and did so around June of 2015. At that time, I discovered that his invention was successful – at least with initial prototypes – and we, in turn, discussed the possibility of working together to bring the concept of an eFoil – or electric hydrofoil – to the market on a commercial scale. Ultimately, those discussions resulted in MHL becoming the exclusive licensee of Professor Langelaan's invention. Professor Langelaan's initial application eventually became U.S. Patent Number 9,359,044 – or the "'044 Patent." After entering into the agreement with Professor Langelaan, MHL later filed the continuation application that ultimately became U.S. Patent No. 9,586,659 – or the "'659 Patent."

13. Later, MHL entered into an agreement with Professor Langelaan where MHL obtained legal ownership to both the '044 and '659 Patents – or the "Patents-in-Issue."

14. By 2016, with rights to the '044 Patent in hand, MHL began working in earnest to create commercially viable eFoils. After several months of working to refine the designs to create a product that was safe and consumer friendly, we

finally had some working prototypes of possible commercial versions of the eFoil by the end of 2016. But, we still had work to do to create a commercially viable product.

15. Since we had working prototypes, we began engaging in some initial marketing work in order to let the public know about the eFoil and generate buying interest. In January of 2017, we released the first marketing video depicting a fully functional eFoil – and released a series of related marketing videos after that. The videos were released on YouTube and Facebook and the initial reaction to the videos was amazing. The initial video from January of 2017 – which depicted one of our completed eFoils in operation – garnered over 140,000 hits on our Facebook page. After releasing the other marketing videos, the initial video generated over 100 million views online. Following the release of these videos, even competitors in the personal watercraft space were emailing and calling me and congratulating me about the eFoil. People in the industry were amazed at what an innovative product we had created.

16. By the end of 2017 we had successfully created a first generation eFoil for commercial use – the first ever of its kind – which we branded the Lift eFoil. The Lift eFoils were all electric powered, personal hydrofoil watercraft, just as described in the '044 Patent and '659 Patent. The Lift eFoils incorporated a floatation device (a surfboard-like structure), a strut that comes down vertically off

the bottom of the board, a motor (propulsion system), a wireless hand controller for a user to control speed, and a hydrofoil (the wings that you glide on when the eFoil is in use). The Lift eFoils were covered by the Patents-in-Issue.

17. Upon introduction of the first-generation Lift eFoil to the market there was significant media buzz around the product. There were several news articles featuring the Lift, including by the San Francisco Chronicle, CNBC, etc. A complete list of the articles about and/or referencing MHL's Lift eFoil is attached as Appendix A. We also received overwhelmingly positive feedback from our customers about MHL's eFoils.

18. The Lift eFoil was truly a revolutionary product as there was nothing else even remotely similar to it out in the market. When we started selling the first generation of Lift eFoils in 2018, we created the worldwide and U.S. eFoil markets.

19. From a commercial and performance standpoint, what made the Lift eFoil so special was its ease of use. It was (and is) a lot easier to ride than a lot of your traditional sports including surfing, windsurfing, kitesurfing, water skiing, or wake boarding. The Lift eFoils were (and are) intuitive and stable. The craft will stay balanced or stable on the water – and kind of just stay in one spot even without the rider trying to balance it on their own. In fact, beginners who are new to eFoiling can quickly and easily learn to ride the Lift eFoils. I am confident that I could get

just about anyone up and flying on one of our eFoils after 15-20 minutes of lesson time. Again, the ease of learning is attributable primarily to the passive static stability features of the Lift eFoils, which means that new riders do not have to struggle to keep the eFoil upright. Additionally, the weight-shift control feature of the Lift eFoils contributes significantly to ease of learning to ride. The stability and weight shift control of MHL's eFoils are among the primary reasons that these devices have been so successful in the market.

20. Since the introduction of the first-generation Lift eFoil, we have sold four different models, including the first-generation Lift, the Lift2, the Lift3 and the Lift4. The architecture of each of these models has remained very much the same, but improvements and modifications to the materials used, slight changes in the board shape, changes to the seals, etc. have been made and updated over the years. All of MHL's Lift eFoil models are electric and conveniently break down into small carrying cases totaling 75lbs. All of the Lift models are covered by the Patents-in-Issue.

21. The Lift eFoils are configurable to a particular user's desired specifications, but generally range in cost from approximately $10,000 to $14,000. These prices have remained steady over the years, despite other competitors entering the market since 2018.

22. The eFoils we created were more successful from a performance standpoint than even I could have imagined. The Lift eFoils work for high performance athletes trying to engage in a sport that has only been in existence since 2018 as well as a beginner who has never engaged in a water sport in their life. The success can be attributed to the ease in which the craft can be operated – which itself can be attributed to the stability of the craft.

23. In 2018, the first year we sold the first-generation Lift eFoil, we sold approximately [redacted] units, many of which were sold through initial preorders that were made the year prior. In 2019, we manufactured and sold approximately [redacted] eFoils ([redacted] in the U.S. alone). In 2020, we manufactured and sold [redacted] eFoils ([redacted] in the U.S.). In 2021, we manufactured and sold [redacted] eFoils ([redacted] in the U.S.). In 2022, we manufactured and sold approximately [redacted] eFoils ([redacted] in the U.S.). And finally, in 2023, we manufactured and sold approximately [redacted] eFoils ([redacted] in the U.S.). We have had steady growth year in and year out since we started.

24. MHL has had a huge increase in overall revenues due to our sales of eFoils. For example, prior to manufacturing and selling the eFoil our average annual total revenue as a company was approximately $[redacted] million. In 2018, the first year of eFoil sales, MHL's total revenue increased to around $[redacted] million (with $[redacted] Million in U.S. revenues). In 2019, those overall revenues jumped again to roughly

$[redacted] million, with $[redacted] Million in the U.S.[1] From 2019 to 2020 the total revenues nearly doubled to $[redacted] million (with around $[redacted] million coming directly from eFoil sales and around $[redacted]M from sales in the U.S.). The total annual revenues for 2021 further increased to approximately $[redacted] million (with nearly $[redacted] million from eFoil sales and $[redacted]M in sales from the U.S.). The total annual revenues for 2022 were $[redacted] M (with $[redacted]M from eFoil sales and $[redacted]M from the U.S.). And finally, for 2023, the total annual revenues for MHL were $[redacted] M, with $[redacted]M coming directly from eFoil sales and $[redacted]M coming from the U.S. The market for eFoils has grown substantially since MHL introduced the first-generation Lift eFoil in 2017/2018.

25. We created the commercial eFoil market in 2018 – enjoying a [redacted]% market share upon launch. That percentage has decreased over the years as new competitors have entered the market – many of which are infringing upon the rights of the Patents-in-Issue. In 2022, for example, we estimate that we had a market share of around [redacted]%. Whereas today we believe we have approximately [redacted]% market share in the eFoil market.

26. In addition to sales, MHL has over 400 partners (300 in the U.S.) throughout the world that offer demonstrations and lessons on the Lift eFoils, some of which do over 1,000 lessons per year. The market for eFoils has grown

[1] In 2018 and 2019, MHL's financials did not break out eFoil sales.

considerably since we created the market, as has the number of companies copying MHL's patented technology.

27. In fact, after we released the first eFoil to the market (the first-generation Lift), several competitors entered the market selling what appeared to be substantially similar, if not identical, eFoils. These competitors included Avante Innovations, LLC ("Avante"), Fliteboard Pty Ltd. ("Fliteboard"), Shenzhen Waydoo Intelligent Technology, Co. ("Waydoo"), Takuma, and Foil Boarding Company, Inc. ("Foil").

28. Avente and Takuma eventually stopped selling eFoils in the U.S. As discussed more below, Fliteboard entered into a license with MHL. MHL sued both Waydoo and Foil for patent infringement.

29. Notably, a jury in Delaware found that Waydoo had willfully infringed the Patents-in-Issue. *See* D. Del. 1:21-cv-00091. The case against Foil is still pending. *See* N.D. Fla. 3:22-cv-21258.

30. MHL originally licensed the Patents-in-Issue from Professor Langelaan, before ultimately purchasing the patents. Additionally, over the years several companies have inquired about licensing the Patents-in-Issue. As CEO of MHL, I have also received numerous requests to negotiate licensing for the Patents-in-Issue, including several from larger players in the watersports industry.

31. MHL currently has a license agreement with Fliteboard (executed in August of 2019 and granting non-exclusive rights to the Patents-in-Issue). MHL also has a license agreement with MSLR Electric Incorporated ("MSLR"), which was entered in February of 2023 and is also a non-exclusive license to the Patents-in-Issue.

I declare under penalty of perjury that the foregoing is true and correct, and that all statements made of my own knowledge are true and that all statements made on information and belief are believed to be true. I understand that willful false statements are punishable by fine or imprisonment or both (18 U.S.C. § 1001).

Dated: February 27, 2024

Nicholas Leason

Appendix A

Publicity Status | Lift

Prepared for Lift by	DËBRAIN

BLUE: New publicity

2021

11/30/2021	Travel + Leisure/ “Why Riviera Nayarit Is Mexico's Hottest Winter Destination”/ Mention
11/29/2021	Marty Greenberg/ “Efoil with my Lift 4.2 on Big Bear lake”/ Feature
11/28/2021	Walk on Water Sup/ “Lift EFoil first glance”/ Mention
11/22/2021	Cool Videos/“Valdas, Using The Efoil For The First Time In SPI”/ Feature
11/19/2021	Damien LeRoy/ “New LIFT3 EFOIL unboxing”/ Feature
11/16/2021	Boat International/ “The best foiling water toys for your toybox”/ Mention
11/12/2021	Ian Lauder/ “Lift HA120 High Aspect Wing on the Lift 3 Efoil”/ Feature
11/11/2021	The Week/”Christmas gifts for those who have everything…”/Mention
11/10/2021	British Travel Journal/”Christmas Gift Guide”/Mention
11/10/2021	Travel + Leisure/”This Holiday Gift Package Comes With Private Jet Time and a Week on a Yacht — for $1.5 Million”/Mention (Syndicated by Yahoo! Finance)
11/09/2021	Inside Hook/ “Pickleball and Beyond: A Guide to America’s Favorite New Sports”/Mention
11/08/2021	Jack From Town/”FOILING IN HOOD RIVER OREGON WITH THE LIFT FOILS TEAM”/ Feature
11/06/2021	WSJ-Future of Everything/ “SURFERS WANT TO TRANSFORM YOUR COMMUTE WITH HYDROFOILS”/ Mention
11/04/2021	elite Traveler/“Holiday Gift Guide-Technology”/ Mention
11/04/2021	e-surfer.com/Audi eFoil – e-tron Foil with jet propulsion/ Mention
10/31/2021	DNUZ/ “Forget surfing – hydrofoiling is the new big adventure sport”/Mention
10/30/2021	The Telegraph/ “Forget surfing – hydrofoiling is the new big adventure sport”/Mention
10/27/2021	Signature Performance Gear/”Signature Performance Tail wings for foiling / wingsurfing”/ Feature
10/26/2021	Marca Mundo/ “Gisela Pulido, un espíritu libre”/ Mention
10/25/2021	Autoevolution/ “Ozuna’s Water Activities Include an Electric Lift Surfboard and Underwater SEABOB Scooter”/ Mention
10/24/2021	Travel and Leisure/ “8 Over-the-top Yacht Charters to Book Now for

	2022”/ Mention *(Pick up on Yahoo! Finance)*
10/22/2021	Detroit Free Press/ “Welcome to the world of wing surfing. It's taking over Lake St. Clair”/ Mention
10/22/2021	30A/ “FIRST time on an EFOIL!”/Mention
10/21/2021	East Lothian Courier/ “Man makes trip to the Bass Rock on an electric hydrofoil surfboard”/ Mention
10/19/2021	Fox13/ “What is foil surfing?”/ Mention
10/15/2021	PowerBoat AU/”Foiling Hood River and foil racing with Jack Ho”/Feature
10/14/2021	Wetsuit Warehouse/ “Win a $12,000 Lift Hydrofoil Board!”/ Mention
10/13/2021	Tech We Want/ “Electric Surfboard (eFoil) in BOSTON!”/Feature
10/08/2021	Avart Luxury Toys/ “LIFT3 eFoil ve Brian Grubb ile Hawaii'de harika bir efoil denemesi”/Mention
10/07/2021	Club del Sole/ “Tutto quello che devi sapere sull’eFoil, il nuovo “surf elettrico” per viaggiare sospesi sull’acqua”/ Mention
10/05/2021	CondeNast Traveler/ “eFoil, o cómo levitar (y hacer deporte) sobre el agua”/ Mention
Fall 2021	Elevate Magazine/ “Lift Foils the Freedom of Flying”/ Feature
9/23/2021	Upscale Living Magazine/ “2021 Cannes Yachting Festival Highlights”/ Mention
9/23/2021	Autoevolution/”Mark Zuckerberg Will Have You Know His Hydrofoil Is Not Electric”/ Mention
09/23/2021	Board Sport source/FOIL 2022 RETAIL BUYER’S GUIDE/ Mention
9/22/2021	Daily Mail/ “'I was riding a hydrofoil not an electric surfboard': Mark Zuckerberg issues VERY glib response to NY Times story claiming he'llpromote positive stories Facebook on users' News Feeds”/ Mention (Pick up in Mashable, Merdeka.com)
9/22/2021	Buzzfeed News / “Do NOT Say Mark Zuckerberg Was Riding An Electric Surfboard”/ Mention
9/22/2021	Business Insider/Mark Zuckerberg reacts to a NYT report on Facebook promoting positive stories about itself by arguing that his surfboard isn't 'electric'/ Mention
9/22/2021	Mashable SE Asia/ “Mark Zuckerberg's response to damning story: I was on a hydrofoil, not an electric surfboard”/ Mention
9/16/2021	Edinburgh Live/ “Watch as an Edinburgh e-surfer travels to infamous The Bass Rock”/ Mention
9/13/2021	Patrick Wieland Outdoors /”Riding Lift Foils LIFT3 E Foil In The Waves With Folding Prop!”/ Feature
9/10/2021	TNN Online/ “"LIFT3 eFoil”/ Feature
9/10/2021	Tom Hoffman Jr./ “Lake George, NY eFoil Lift 3”/Feature
9/08/2021	Interesting Engineering/”Feel the Thrill of Flying and Surfing With Lift Foils' LIFT3 eFoil”/ Feature

9/08/2021	Dupont Registry Daily / “Superyacht Vacation: Best Family-Friendly Yachts For Charter”/ Mention
9/07/2021	La Ze / “Huge E-Foil Group Ride on Berlin Wannsee , Germany”/ Feature
9/02/2021	Foiling Magazine/THE LIFT3 EFOIL”/ Feature
8/31/2021	Daily Mail/ “Mark Zuckerberg is spotted returning to Hawaii shore after riding the waves on his $12,000 Efoil motorized surfboard”/ Mention
8/31/2021	News Center Maine/ “eFoiling let's rider fly on top of the water in southern Maine”/ Mention
8/27/2021	Polskie Radio / “Lewitując nad wodą - jak działa latająca deska?”/ Mention
8/21/2021	Diario de Noticias / “Agora, quando "o mar está flat" é que dá mais prazer surfar”/ Mention
8/20/2021	Lonely Planet/ “How to get around in Lake Tahoe”/ Affiliate Mention
8/17/2021	Half Life/ “eFoil - How to Ride a electric surfboard”/ Feature
8/16/2021	ESS: Electric Surf Sports/ “Ewave, Lift eFoil, SEABOB, Vibe Kayaks, & JupiterBike at PBIBS 2021”/ Mention
8/15/2021	Cinco Dias /”Deportes acuáticos, ecológicos y exclusivos”/ Mention
8/14/2021	Boating/”eFoils are the Next Personal Watercraft”/ Feature
8/12/2021	Edinburg Live/ “Scottish surfer captures breathtaking footage from underneath Forth Bridge”/ Mention
8/11/2021	deadline./Stunning Footage shows Scot cruising around the “three bridges” on electric surfboard/ Mention
8/10/2021	Dupont Registry/ Top 10 Coolest Superyacht Toys/ Mention
8/09/2021	Tahoe Daily Tribune/ “First eFoil charging network in Tahoe opens at Homewood Marina”/ Mention
8/05/2021	Yacht Harbour /”10 Superyacht Toys for Best Charter Experience by Denison Yachting”/ Mention
08/04/21	SouthTahoeNOW.com/ “First eFoil charging station opens at Lake Tahoe”/ Mention
8/01/2021	Foiling Magazine/ “LIFT3 EFOIL UNBOXING AND SETUP”/ Feature
8/01/2021	DiveIn /”THE BEST EFOIL IN 2021”/ Mention
8/01/2021	JetSurfing Nation /”FLITEBOARD 🆚 LIFTFOILS | Unbiased Side By Side Comparison | Best efoil?”/ Mention
07/28/2021	Time Out Barcelona/ “Llega el Efoiling: ¡vuela por las playas de Barcelona!” / Feature
07/26/2021	HALF-LIFE/ “eFoil Portland Oregon: Electric Hydrofoil (Lift eFoil)”/ Feature
07/12/2021	Live Sail Die / “2021 Foiling Week – Final Wrap Up”/ Mention
07/24/2021	JetSurfing Nation / “NEW LIFTFOILS E3 REVIEW | Efoil

	In-depth Review | Electric Hydrofoil with a folding prop”/ Feature
07/19/2021	Wake Thief/ “My First Efoil Experience | Efoil vs Hydrofoil”/ Mention
07/11/2021	Forbes/ “A Long Weekend In Nantucket: Where To Stay, What To Do, And Where To Dine”/ Mention (affiliate location)
07/11/2021	CNBC/ “This is hydrofoiling, Mark Zuckerberg’s latest extreme sports hobby” / Mention
07/10/2021	The Gadget Flow/ “The best beach and surf gear: chairs, surfboards, rafts, and more”/ Mention
07/05/2021	Foiling Magazine/ “2021 HIGH ASPECT WINGS”/ Feature
07/05/2021	Boating International/ “The best electric surfboards for your toy box”/ Mention
07/05/2021	Business Insider / “Watch Mark Zuckerberg celebrate the Fourth of July by flying a flag on an electric surfboard”/ Mention (coverage also on: Yahoo! Sport, LADBible, Independent, RGJ, India Times,Maxim, The Telegraph, SCMP, DailyMail, The Things, Newsweek, Exame, MSN, Newsbreezer, The Sun, Texas News Today, Tech Times, Texas News Today, Autoevolution)
07/05/2021	Reno Gazette Journal/ “As the summer heat rises, float over cool waters by eFoiling across Lake Tahoe” / Mention
07/05/2021	Electric Wheel Company /“Lift Foils - A birthday wish realized”/ Feature
07/03/2021	Vai Electtrico/”Il surf elettrico è il re dell’estate: ecco i 10 modelli al top”/Mention
07/03/2021	Business Insider España / “Jeff Bezos quiere ir al espacio, pero no es el único magnate interesado en las experiencias extremas: estos son algunos de los pasatiempos más salvajes de la élite mundial” / Mention
07/01/2021	With A Bang / “Electric Surfboard, Lift Foils new tech #shorts”/ Feature
07/01/2021	Tonic Magazine / “Wingfoil Setup + Tips & Tricks – King of Watersports” / Mention
06/30/2021	National Geographic/ “Plunge into beach life on the Texas Gulf Coast”/ Mention (affiliate location)
06/29/2021	Dockwalk/ “The Ultimate Yacht Toy Collection for 2021”/Mention
06/29/2021	Foiling Magazine/ “EFOIL FAMILY FUN”/ Feature
06/28/2021	Foiling Magazine/ “LIFT FOILS IN THE SOUTH OF FRANCE”/ Feature
06/27/2021	Foiling Magazine/”FAMILY EFOIL SESSION”/ Feature
06/26/2021	Business Insider India/ “Jeff Bezos is heading to space, but he's not the only mogul obsessed with extreme experiences. Here are the wildest ways the world's elite spend their free time.”/ Mention
06/26/2021	Andras Horvath/ “Repülő szörfdeszka - Lift e-Foil”/ Feature

06/25/2021	Sail World/ “2021 Foiling Week Malcesine preview - forums, trials and especially racing”/ Mention
06/25/2021	Tonic Magazine/ “30 seconds of Surf Foiling with Trevor Sven Carlson”/ Feature
06/24/2021	The Telegraph / ”The $12k toy that makes tech billionaires feel like they're flying / Feature
06/24/2021	Nautica / “2021 Foiling Week Malcesine, una raffica di iniziative all’insegna dell’impegno sociale”/ Mention
06/21/2021	Houston Kiteboarding/ “Lift 3 Efoil Ride and Review” Feature
06/16/2021	All at Sea / “LIFT Launches Its Latest eFoils”/ Feature
July 2021	DockWalk Magazine/”Take Flight Over The Water”/ Feature (Page 48)
06/05/2021	Foiling Magazine/ “‘Getting Lifty’” in Côte d’Azur”/Feature
06/14//2021	Foiling Magazine/ “Foil Sessions in Tahiti with Ariihoe Tefaafana”/Feature
06/16/2021	Foiling Magazine/ “Getting Lifty in Côte d’Azur | Episode 4”/Feature
06/10/2021	Durango Telegraph/ “Up and coming”/ Feature
06/05/2021	Tonic Magazine/ ““Getting Lifty” in Côte d’Azur Episode 4” / Feature
06/01/2021	Just Jared /”Drew Brees Teaches 'Average Andy' How to eFoil in Hilarious 'Ellen' Skit!”/ Feature
06/01/2021	Boating Business/ “GO FLYING WITH LIFT3 EFOILS”/ Feature
06/01/2021	Headline Planet/ “Drew Brees Teaches “Average Andy” How To eFoil During Tuesday’s “Ellen DeGeneres Show” (Watch Now)”/ Feature
06/01/2021	The Ellen Show/ “Drew Brees Teaches Average Andy How to eFoil”/ Feature
05/31/2021	Tonic Magazine/ “Getting Lifty” in Côte d’Azur Episode 3” / Feature
05/31/2021	Oberösterreicherin/ “EINFACH MEER!”/ Mention
05/29/2021	Foiling Magazine/ “Hawaii Foil Sessions with Kiana Fores”/ Feature
05/27/2021	Boat International/ “The best electric surfboards for your toy box”/ Mention
05/23/2021	Surf Discover/ “Exploration Of 5 Best Electric Powered Surfboards In The Market For Every Level”/ Mention
05/20/2021	Urbasm/ “The Best of Guys Summer Gear”/ Mention
May Feature	International Boat Industry/ “Two Game Changers lightweight Foils and the BLD motors”/ Mention (print edition)
05/17/2021	Pure Michigan/ “Lake Higgins - Lift efoil - Michigan”/ Feature

05/15/2021	365 Austin/ “FOIL BOARDING ON LADY BIRD LAKE”/ Feature
05/15/2021	Daily Mail/ “Mark Zuckerberg celebrates his 37th birthday by showing off his surfing skills on $12,000 Efoil motorized board in video shared to Facebook”/ Mention
05/14/2021	Fox Business/ “Mark Zuckerberg shows off his surfing skills on hydrofoil board”/ Mention
05/14/2021	Bloomberg / ”Motorized Surfboards Are Great If You Have More Money Than Time”/ Feature
05/11/2021	Lake Minnetonka Magazine/ “Magic Carpet Ride”/ Feature
05/09/2021	Gazzetta/ “Il surf diventa elettrico con Lift3 eFoil, la tavola che viaggia a 48 km/h”/ Feature
05/08/2021	City Scope Magazine/ “LUXE LIVING SUMMER 2021- See some of Chattanooga’s unique local fashion, gifts, recreational vehicles, and art”/ Mention
05/06/2021	Boating Business / “LIFT FOILS EXPANDS ‘FLYING’ SURFBOARD RANGE”/ Feature (print edition)
05/06/2021	EFOIL ONLINE/ “Tabla de eFoil LIFT”/ Feature
05/06/2021	The Leviathan / ”Unboxing the Lift Efoil 2 (Banned in Canada)”/ Feature
04/29/2021	Business Insider / “Mark Zuckerberg zegt dat hij zichzelf met dikke lagen zonnebrand probeerde te vermommen voor paparazzi op hilarische foto die viraal ging”/ Mention
04/23/2021	My Boat Life/ “eFoil Electric Hydrofoil Surfboard On-Water Demo & How to Learn Foiling” / Feature
04/23/2021	The New York Times/ “Flying Over Water”/ Feature
04/21/2021	Tonic /“Efoil “LIFT” | Achievable and fun for everyone”/ Feature
04/20/2021	ABC-Up North Live / “Surf's up! New watersport makes waves in northern Michigan”/ Feature
04/19/2021	CTPost/ “Your guide to water activities in CT”/ Mention
04/11/2021	Style of Sport / “E-ASY RIDERS” / Mention
04/08/2021	Yacht Style / NextWave flying Sunseeker flag in Hong Kong / Mention
04/03/2021	Timothy West / “Lift Foils Efoil Surfboard - Q&A with Skip - 4K”/ Feature
04/02/2021	WingFoil Daily/ “The ultimate best eFoil 2021 overview”/ Mention
04/01/2021	Wentworth Lifestyle / “Eco Friendly Sea Toys” / Mention
04/01/2021	Front Office Sports / “Drew Brees’ Amazing Post-NFL Hobby” / Mention
04/01/2021	Heshmore / “efoil surfboard that flies over water” / Feature
04/01/2021	Yachting International Radio / “Taylor Tech Stories: CEO Nick Leason - LIFT FOILS” / Podcast Interview
03/31/2021	Tonic / “The LIFT3 eFoil – Lift Foils 3rd Generation Electric Hydrofoil Surfboard” / Feature
03/31/2021	Surfer Today / “What is an electric surfboard? / Mention
03/31/2021	Global Tech / “8 Amazing Water Vehicles You Must See” / Mention
03/30/2021	Tonic / “Next Generation Lift Foils High Aspect Wings” / Feature
03/29/2021	Foiling Magazine / “LIFT ANNOUNCES NEW 2021 EFOIL LINEUP” /

	Feature
03/29/2021	e-surfer / “LIFT3 aka eFoil e3 ist out” / Feature
03/29/2021	e-surfer / “LIFT3 aka e3 – The 3rd generation eFoil from Lift Foils” / Feature
03/29/2021	PRNewswire / “Pioneering Company Lift Foils Announces New 2021 eFoil Lineup and Launches the LIFT3, Its Most Advanced and Novel eFoil” / Press Release (Syndicated by *AP*, *Yahoo! Finance*, *Yahoo! Sports*, *Finanzen*, *Yachting Times Magazine*, and *Street Insider*)
03/26/2021	Extreme Toys for Boys / “BEST ELECTRIC SURFBOARDS 2021: 6 AWESOME OPTIONS FOR ADRENALINE JUNKIES” / Mention
03/24/2021	Yard Barker / “Drew Brees details 'crazy hobbies' he's taken up since retiring” / Mention
03/24/2021	The Score / “Brees details 'crazy hobbies' he's taken up since retiring” / Mention
03/24/2021	The Ellen DeGeneres Show / “Drew Brees Has Taken Up This Water Sport After NFL Retirement” / Mention
03/20/2021	Chris Johnson / “The Lift eFoil 5'6 Cruiser Hydrofoil on Lake Keystone” / Feature
03/07/2021	Gone with the Wynns / “WE RODE THE ENDLESS WAVE” / Feature
03/03/2021	Windfoil Zone / What is an eFoil? How much does one cost? [2021 Update]/ Feature
03/02/2021	Reddit / “Surfing above the water and barely touching the ocean at sunset” / Feature
03/01/2021	The Axioma Newspaper / “PRACTICE MAKES PERFECT!”/ Mention
Bi-annual feature	Superyacht Technology Magazine / “Make Room in the Toy StoreNew Toys Are Coming” / Mention
02/28/2021	Surf Electrique / “Top 9 des Meilleures planches de surf électriques 2021” / Mention
02/25/2021	On it World / “$12,000 LIFT eFoil UNBOXING!” / Feature
02/23/2021	Foiling Magazine / “LIFT SURF V2 & 2021 HIGH ASPECT WINGS” / Feature
02/21/2021	Tonic / “Surf Foils V2 – Lift Foils 2021 Wing Lineup” / Feature
02/17/2021	Yat Teknoloji / “SU ÜSTÜNDE UÇMAYA HAZIR MISINIZ?” / Feature
02/17/2021	MV-Sport.de/ “Der neue Trend im Wassersport: eFoil” /Mention
02/17/2021	Jet Surfing Nation / “Top 10 EFOILS | Best electric hydrofoils 2021 | Best Electric Surfboards and Efoils” /Mention
02/15/2021	Onboard Magazine / “Get Surf’E” / Mention

02/12/2021	WFSA 12 News / “County Road 12: Surf’s always up for Pike Road man” / Mention
02/11/2021	Slimes Boardstore / “LIFT FOILS eFoil Review - Slimes Boardstore” / Feature
02/11/2021	West-Vlaanderan / “Straks surfen we met een motortje op de Noordzee” / Mention
02/06/2021	e-Surfer / “Electric Hydrofoil comparison – E-Foil overview”/ Mention
02/01/2021	Tonic Magazine / “Texas Tanker Boys” / Mention
01/30/2021	Industry Magazine / “Fancy Fairways” / Mention
01/21/2021	Yacht Style / “Asia’s Yachting Leaders” / Mention
01/18/2021	Page Six / “Celebrities who love to surf” / Mention
01/15/2021	Tonic Magazine / “Lift Foils: E foiling Cinco Bayou” / Feature
01/14/2021	Wakerex / “La mejor tabla de surf eléctrica del mercado. The lift efoil” / Feature
01/12/2021	YachtWorld / “Eco-friendly Toys for Boats” / Mention
01/11/2021	Tonic Magazine / “Close-Up Virgin Islands eFoil Session #shorts”/ Feature
01/07/2021	GruntStuff / “Mark Zuckerberg’s sunscreen while surfing in Hawaii spawns wave of memes” / Mention
01/08/2021	Tech Startups / “Meet Lift eFoil, a motorized hydrofoil surfboard that can ‘fly’ over the water at 25 mph” / Feature (Syndicated by: Today News Post and World News Era)
01/06/2021	WMTW / “Year in Review- The Good News of 2020” / Mention
01/05/2021	Tonic Magazine / “Brian Grubb High Speed eFoil Ride #shorts” / Feature

2020

12/31/2020	Vanity Fair UK / En Route / “Surf’s Up”/ Feature
12/31/2020	Traveling Side / “Top 14 best electric surfboards in the market: Ultimate Review” / Mention
12/28/2020	Het Parool / “Met e-foilen kun je vliegen over de grachten”/ Mention
12/23/2020	Page Six / “Sofia Richie vacations with dad Lionel Richie in St. Barts” / Mention
12/22/2020	Robb Report Mexico / “Estos son los mejores juguetes para Superyates Y Amantes de los deportes nauticos”/ Mention
12/22/2020	Boat International / “Virtual BOAT Show: The Coolest Must-Have Toys” / Mention
12/2020	WindCheck / “Holiday Gift Guide” / Mention
12/2020	Alina de la Vega / “My Holiday Gift Picks”/ Mention
12/18/2020	The Gleaner / “Kareem’s Quest: Sefton Stewart Lifting Himself

	Higher / Mention
12/10/2020	Vive USA / “Captan a Mark Zuckerberg surfeando en playas de Hawái” / Mention
12/10/2020	Foiling Magazine / “eFoiling on Lake Powell” / Feature
12/10/2020	Tonic Magazine / “eFoiling on Lake Powell” / Feature
12/08/2020	Vanity Fair / “Mark Zuckerberg Is Back on the Electric Surfboard” / Mention
12/08/2020	Daily Mail / “A drop in the ocean! Billionaire Mark Zuckerberg frantically flaps his arms as he hones his hydrofoiling skills on $12,000 electric surfboard in Hawaii before wiping out” / Mention
12/07/2020	Page Six / “Mark Zuckerberg spotted surfing, this time with less sunscreen” / Mention
12/05/2020	Global IP Trust / “The Futuristic Flying Surfboard” / Feature
12/02/2020	Castanet / Electric surfer cruises lake / Video appearance
12/02/2020	Fox29 Philadelphia / “Video shows dolphin leaping alongside foil boarder off southwest Florida coast” / Video appearance (Syndicated by Fox13News, Newsbreak, WSVN, Spot on Florida, ABC7)
12/01/2020	Adam Danyal / “This Electric Hydrofoil Surfboard Can Fly Over Water” / Feature
11/29/2020	uncrate / “Lift Electric Hydrofoil” / Feature
11/24/2020	Yot Lot / “2020 Gear of the Year”/ Mention
11/20/2020	Stand Up / “E-Foiling: A Toy for the Rich”/ Mention
11/20/2020	UNILAD Tech / “Lift's electric hydrofoil is a futuristic surfboard that lets you silently soar over the water” / Feature
11/18/2020	Tonic / “Aruba Love ❤️ 2020 Drone” / Mention
11/17/2020	Foiling Magazine / “Exposure Benny Ferris and Brian Grubb” / Mention
11/17/2020	Foiling Magazine / “Exposure Dave Norona” / Mention
11/17/2020	Foiling Magazine / “State of Play” / Feature
11/17/2020	Fabrice Grinda / “2020 Holiday Gadget Gift Guide” / Mention
11/16/2020	Stand Up Magazin / “E-Foiling: A toy for the rich”/ eFoil Feature
11/15/2020	Kareem's Quest / “Kareems Quest - Sea Breeze - PART 2” / Mention
11/13/2020	SF Chronicle / “The Chronicle’s top images of October 2020” / Mention
11/10/2020	Houston Kiteboarding / “Flite & Lift Efoil Back-to-Back Ride and Review” / Mention
11/10/2020	Elite Traveler / “Technology Gift Guide 2020” / Mention
11/09/2020	Wake Thief / “Lift Foils 200 High Aspect Wing for Lake Foil Surfing & Hydrofoil Surfing” / Feature
11/09/2020	Foiling NY / “Hydrofoil Product Review Lift Foils 200 High Aspect Wing for Lake Foil Surfing & Hydrofoil Surfing” / Feature
11/02/2020	Goop / “Kids Gift Guide 2020” / Mention
11/02/2020	Virtuoso / “26 Gifts We’re Buying for the Travelers in Our Lives” / Mention
10/29/2020	Pokoleniex / “Deska eFoil do lewitowania nad wodą” / Feature
10/28/2020	Electrica Live / “5 Things That Will Make You Want To Get An eFoil” /

	Feature
10/27/2020	Northrop & Johnson / “Seven Charter Yachts with Impressive Beach Clubs” / Mention
10/24/2020	San Francisco Chronicle / “Temperatures near Lake Tahoe are about to plunge into the single digits” / Mention
10/24/2020	The Economic Times / “Pandemic outside, paradise inside: How India's super-rich are dealing with COVID-19” / Mention
10/22/2020	Boat International / “Virtual BOAT Show: The Coolest Must-Have Toys” / Mention
10/22/2020	Gulf Business / “Revealed: Five popular water sports in Dubai” / Mention
10/20/2020	Half Life / “Lift eFoil - Outer Banks”/ Video
10/11/2020	Todd Borg Blog / “Hydrofoil Surfboard? Ultimate Water Toy? Or Serious Water Transportation?” / Mention
10/08/2020	San Francisco Chronicle / “This $12,000 electric surfboard is the latest craze on Lake Tahoe” / Feature
10/02/2020	Lake Minnetonka Magazine / “2020 Lens on Lake Minnetonka Winners” / Mention
10/01/2020	Page Six / “Wendy Williams shows off her slimmer figure and more star snaps” / Mention
09/30/2020	Trade Only Today / “Foiled Again”/ Mention
09/27/2020	Veja / “A prancha de surfe elétrica, um brinquedo caro” / Feature
09/24/2020	Foiling Magazine / “High Aspect Foil Downwind Gliding” / Video repost
09/23/2020	The Progression Project / Foiling Series - Nick Leason / Interview
09/24/2020	Tonic Magazine / “Lift Foils – High Aspect Foil Downwind Gliding”/ Video Repost
09/24/2020	Business Insider / “Mark Zuckerberg is unfazed by that viral photo of him surfing while slathered in sunscreen”/ Mention, syndicated by *MSN*
09/23/2020	Tenders and Toys / “Lift Foils High Aspect Foil Downwind Gliding”/ Video Repost
09/18/2020	Style of Sport / “Lift Off” / Feature
09/17/2020	Foiling Magazine / “Lift eFoil 4’4 Proper Foot Stance”/ Video
09/12/2020	Beach Grit / “E-Foils Become Obsession of New York City Investment Fund Managers, Private Chefs: “This is the coolest thing that I’m aware of!” / Mention
09/12/2020	The Times (UK) / “Easy rider eFoil brings the joy of surfing to New York City” / Feature
09/10/2020	Active Water Sports / “Lift eFoil Product Review Video” / Video
09/10/2020	New York Times / “That Person Floating Over the East River Is Riding a $12,000 Water Toy” / Feature (syndicated: The USA Express and Lightly News)
09/07/2020	Boat International / “The Best Foiling Water Toys” / Mention
09/04/2020	Fox29 / “Jenn tries a new EFOIL trick”/ Video
09/04/2020	Tech Times / “Omeir Saeed: Alladin May Ditch His Magic Carpet for This” / Feature
09/03/2020	Barstool Sports / “Surfing Chicago Feat. White Sox Dave and

	Dante”/ Feature
09/03/2020	Animal Channel / “Panicked Dog Knows Exactly What To Do When A Surfer Comes Up To Save Him” / Mention
09/03/2020	Surf Hungry / “Lift eFoil Review: Ultimate Review and Guide [2020 Updated]” / Feature
09/02/2020	JujuCams / “On Teste Le Foil Électrique Lift eFoil” / Video
08/28/2020	Tonic / “Antigua eFoil Session – Lift Foils in the Bahamas” / Mention
08/24/2020	The Good Life Magazine / “Surfing on Lake Chelan” / Feature
08/20/2020	Visit Chattanooga / “Labor Day Weekend in Chattanooga” / Mention
08/19/2020	Visit Lake George / “Surf Lake George: eFoiling with Devil Ray Water Sports” / Feature
08/19/2020	Foiling Magazine / “Issue #5” / Mention (3 pieces, ‘How to eFoil,’ ‘The Good Stuff,’ and ‘Benny Ferris’)
08/19/2020	Tonic / “Foiling in a bubble “Lift Foils” E-foil”/ Feature
08/18/2020	ABC News 10 / “Surfing without waves in Lake George”/ Feature; Syndicated by InformnNY and myTwinTiers
08/17/2020	ABC WMTW 8 / “Ever heard of an Efoil? See them zip across the lake in Belgrade” / Feature
08/17/2020	The Outdoor Journal / “The Lift e-Foil: More Spaceship Than Surfboard”/ Feature
08/15/2020	Gadget Flow / “Lift Foils eFoil electric surfboard series operates via remote”/ Feature
08/14/2020	Stand Up Magazine/ ”Foiling: Ein Spielzeug für reiche”/ Feature
08/13/2020	Vanity Fair / ““All These Rich People Can’t Stop Themselves”: The Luxe Quarantine Lives of Silicon Valley’s Elite”/ Mention
08/12/2020	NWF Daily News / “Battery-powered surfboard comes to Northwest Florida - Lift eFoil offers fast, quiet ride”/ Feature
08/11/2020	NWF Daily News / “PHOTOS: Electric hydrofoil surfboard offers quiet, exciting ride” / Feature
08/11/2020	Lake George Area / “Top 5 Summer Weekend Activities in the Lake George Area”/ Mention
08/09/2020	Just Jared / “Brody Jenner Looks Fit Riding an Electric Hydrofoil at the Beach in Malibu” / Mention
08/07/2020	All at Sea Caribbean / “9 Water Toys Not to Leave the Dock Without”/ Mention
08/07/2020	Connecticut Post / “Check out these 5 CT attractions for an adrenaline rush”/ Mention
08/06/2020	Tonic / “Downwind Foil Surfing with Lift Foils & Benny Ferris” / Mention
08/05/2020	Do512 Family / “Adventurous Activities for Austin Thrill-Seekers” / Mention
08/04/2020	Siecle Digital / “Déplacements électriques : quelles sont les innovations récentes?” / Mention
08/04/2020	Tonic / “Efoil – Unreal sunrise on an “Electric Hydrofoil” / Mention
07/31/2020	ABC / “Adventure Sports Innovation Lift E-Foil Surfboard” / Feature
07/31/2020	Colab / “Founder Spotlight: Patrick and Carolina Molloy with

	Adventure Sports Innovation” / Mention
07/29/2020	Daily Mail / “Brody Jenner is surfin' USA as he cruises the Malibu waves on his $12,000 electric board / Mention
07/28/2020	The Inertia / “Ben Gravy Tests Out the Lift Foil as Only He Could”/ Mention
07/24/2020	Daily Exchange / “Take a closer look at the $12,000 electric surfboard a sunscreen-covered Mark Zuckerberg rode in Hawaii: theLift efoil (FB)” / Mention
07/24/2020	Business Insider / “Take a closer look at the $12,000 electric surfboard a sunscreen-covered Mark Zuckerberg rode in Hawaii: the Lift efoil” / Mention
07/22/2020	El Comercio / “Zuckerberg fue noticia viral por inquietante foto, pero nadie notó su increíble tabla de surf eléctrica” / Mention
07/21/2020	iNews / “I tried an electric hydrofoil on Wales’ Menai Straits and it was way more fun than I expected” / Mention
07/21/2020	Informazione / “Zuckerberg e il volto coperto dalla crema solare: virale la foto del fondatore di Facebook mentre fa surf” / Mention
07/21/2020	Gizmodo / “Esta es la tabla de surf eléctrica que está usando Mark Zuckerberg en su inquietante foto viral” / Mention
07/20/2020	Alix Protocol / “Zuck hits the water” / Mention
07/20/2020	Leganerd / ”Mark Zuckerberg immortalato mentre fa surf con 80 strati di crema solare”/ Mention
07/17/2020	Dockwalk Magazine / “A Hot Ride” / Feature
07/16/2020	Daily Mail / “Brody Jenner showcases his bronzed torso as he rides the waves in Malibu on a $12,000 electric surfboard” / Feature
07/15/2020	Santa Cruz Waves / “Epic Air Session with John, Koa Rothman Learns to eFoil!” / Video
07/13/2020	CBS-WGME / “New water sport taking Maine waters by storm”/ Feature
07/13/2020	Magazin Haberleri - Milliyet / “Sabancı’nın sörf keyfi”/ Mention
07/08/2020	Yachts Croatia / “The Adventure is Calling” / Mention
07/06/2020	Tonic / “Lift eFoil Hand Controller – Update 3.0”/ Mention
07/06/2020	DH / “Brody Jenner jet boards with thong-clad mystery brunette in Malibu” / Mention
07/03/2020	Onboard Magazine / “Get Surf’E” / Mention
07/02/2020	NLR eMobility / “Lift eFoil Electric Hydrofoil Surfboard” / Video
07/02/2020	E-Surfer / “Lift Foils eFoil e2 updates – 2020 interview Nick Leason” / Feature
07/01/2020	L’Echo / “Surfer sans se fatiguer: la planche de surf électrique” / Mention
6/29/2020	ESNews / “Lift eFoil es una tabla de surf motorizada de hidroala que puede "volar" sobre el agua a 25 mph” / Feature
06/30/2020	Onboard Magazine / “Tenders and Toys-GET SURF’E” / Mention
06/29/2020	Herald Tribune / “Sarasota foil boarder is an ambassador for the Sport” / Mention
06/29/2020	Gear Hungry / “The Lift eFoil” / Feature
06/28/2020	TechStartups / “Lift eFoil is a motorized hydrofoil surfboard that

	can 'fly' over the water at 25 mph" / Feature
06/21/2020	Karma Quantum / "Le Lift e-foil" / Feature
06/22/2020	365 Things Austin / "The Best Summer Activities" / Mention
06/01/2020	JetSurfing Nation / "First electric hydrofoil surfboard" / Video feature
05/27/2020	Storyful / "Hydrofoil Surfer Rescues Stranded Dog After Kayak Overturns on Gold Coast"/ Video Feature mention (also syndicated in 7news-Sunrise, *Yahoo! News*, *The Inertia* and *MSN*)
05/25/2020	Foiling Magazine / "Lift Foils eFoil Documentary" / Feature
05/21/2020	Onboard Online / "Trends in Yacht Tenders & Toys with Angus Gilmour of SYTT" / Mention
05/13/2020	Surf Hungry / "Top 9 Best Electric Surfboards | 2021 Reviews (Awake, Liftfoil)" / Mention
05/12/2020	Tech We Want / "Lift eFoil Review-2020 Board Lineup" / Feature
05/01/2020	Boating Magazine / "Cruising Aboard A WakeBoat" / Mention
05/01/2020	Tech We Want / "Lift eFoil Review (2020 Lineup)" / Video Feature
05/01/2020	Style of Sport / "Sporting goods" / Mention
04/26/2020	Boat International / "Superyacht Toy Showcase" / Mention
04/25/2020	Shred / "First flight on the Lift eFoil 4'4" / Video feature
04/21/2020	Foiling Magazine / "eFoil Ride in St. Thomas with VI Foils" / Video Feature
04/19/2020	Vaielettrico / "La pizza arriva in e-foil ed entra nel museo del design" / Mention
04/13/2020	Wakeboarding / "Foiling the Biggest Wakes in the World" / Mention
04/10/2020	Euronews / "Flying on water - James O'Hagan tries out the latest addition to the surfing family"/ Mention
04/02/2020	The Inertia / "Watch as Travis Rice Turns an eFoil Into an Ice-Breaker" / Video Feature
03/29/2020	E-SURFER electric surfboard & hydrofoil magazine / "Re-Post: This our most loved electric surfboard video since 2017: Lift Foils eFoil" / YouTube video feature
03/26/2020	Tech We Want / "The Making of Lift eFoil - A Flying Electric Surfboard" / Podcast feature
03/25/2020	Standup Journal / "David Carson Rises Up"/ Feature
03/19/2020	The Morning News / "Big wave surf foiling in Nazare, Portugal" / Link to Lift video
03/15/2020	Time Out Magazine Dubai / "Watch: Dubai's world-first eFoiling training and surfing experience" / Mention
03/14/2020	Tim Ferris Show Blog / "Josh Waitzkin on Beginner's Mind, Self-Actualization, and Advice from Your Future Self (#412)" / Mention
03/11/2020	asaccion / "Laird Hamilton prueba el foil en Nazaré"/ Link to Lift video
03/10/2020	FreshiesTV / "Foiling in Nazare" / Link to Lift video
03/10/2020	Ripping Magazine / "Laird Hamilton y compañía con Hydrofoil en Nazaré" / Link to Lift video
03/10/2020	Santa Cruz Waves / "Epic Big Wave Surf Foiling in Nazare w/ Laird Hamiton, Terry Chung, Luca Padua & Benny Ferris"/ Link to Lift video

03/10/2020	Bonita & Estero / “New and Exciting Water Toys” / Mention
03/10/2020	TotalSUP / “Foiling Nazaré – Laird Hamilton, Luca Padua, Terry Chung and Benny Ferris” / Link to Lift video
03/10/2020	SurferToday / “Laird Hamilton went foil surfing at Nazaré” / Link to Lift video
03/10/2020	Outside France / “Laird Hamilton en foil à Nazaré” / Mention
03/09/2020	Teton Gravity / “Watch the pros foil surf in Nazare” / Mention
03/09/2020	Foil Magazine / “Vidéo de surf foil à Nazaré avec Laird Hamilton” / Mention
03/09/2020	Cerveza Salada / “NAZARÉ CON HYDROFOIL” / Link to Lift video
03/09/2020	The Rider Post / “LAIRD HAMILTON SUBLIME LA VAGUE DE NAZARÉ EN FOIL” / Link to Lift video
03/09/2020	Waves / “Outro nível em Nazaré” / Mention
03/09/2020	Surf Session / “LAIRD HAMILTON EN FOIL À NAZARÉ!” / Link to Lift video
03/09/2020	Surf 30 / “Surfeando Nazaré en hydrofoil” / Link to Lift video
03/09/2020	Magic Seaweed / “Watch: Laird Hamilton foiling Nazare "This is more like surfing than anything I've ever done” / Link to Lift video
03/07/2020	Foiling Magazine / “Epic big wave surfing foiling in Nazare” / Mention
03/06/2020	Travel Your Way / “Hydrofoil Browsing Ought to Rebrand Itself As ‘Ocean Flying’” / Link to Lift video
03/06/2020	The Inertia / “Watch Laird Hamilton and Crew Foil Surfing at Giant Nazaré” / Link to Lift video
03/06/2020	Adventure Journal / “You’ve Never Seen Big-Wave Surfing Quite Like This” / Link to Lift video
03/06/2020	Men’s Journal / “Laird Hamilton and Friends Charge the Massive Waves of Nazaré on Hydrofoil Surfboards” / Mention
02/23/2020	inVoyage / “Four Seasons Maldives launches Hydrofoil experiences” / Lift Affiliate Feature
02/23/2020	The Sunday Times / “A lesson at the UK’s first eFoil school” / Lift Affiliate Feature
02/21/2020	What’s On / “Efoiling is possibly the greatest watersport invention ever-here’s where to try it” / Lift Affiliate Feature
02/19/2020	Wonder World / “Lift Foils - Electric Surfboard That Flies Above The Water”/ Video Profile
02/15/2020	Financial Times / How To Spend It / “Electric surfing: the jet set’s new Joyride” / Feature
02/06/2020	Huck Adventures / “Lift eFoils and hydrofoils-Electronic Foil boards at Outdoor Retailer Snow Show 2020” / Video Interview
02/05/2020	BBC / “The One Show” / Mention
02/05/2020	SuperYacht Times / “How to get the best superyacht toys and tenders Onboard” / Mention
02/01/2020	North Wales Magazine / “Experience eFoil a UK first” / Article
01/30/2020	Daily Mirror / “Visit Wales | FoilRide” / Mention

01/18/2020	El Vocero de Puerto Rico / “Surf de Alto Vuelo” / Article and Interview
01/18/2020	The Manchester Evening News / “The exciting new things to see and do in Wales in 2020” / Mention
01/16/2020	Tonic / “Travis Rice Rides His Lift eFoil Through Ice / Video
01/15/2020	Tonic / “Lift Foils: E foiling Cinco Bayou” / Video
01/13/2020	My Outdoors / “Electrifying efoil water sports first for North Wales as part of the Year of Outdoors” / Mention
01/13/2020	Stuff / “E-foiling: Could the personal watercraft take pressure off our congested transport network?” / Mention
01/10/2020	Visit Wales/ “Adventure activities around the Menai Strait” / Mention
01/09/2020	North Wales Live / “The exciting things happening in North Wales for the 'Year of Outdoors'”/ Mention
01/08/2020	Standup Journal / “LIFT eFOIL 5'0"”/ Feature
01/07/2020	La Verdad / “Video Viral: El futuro es hoy; tres mujeres vuela sobre tabla de surf eléctrica” / Mention
01/04/2020	JetSurfing Nation / “Top 10 eFoils and Jetboards – Best Electric Hydrofoils 2020” / Mention
01/01/2020	E-Surfer / “Best electric surfboards and efoils 2019? Outlook for 2020” / Mention
01/01/2020	[Stuart] BeLocal / “What to do” / Affiliate Mention

2019

12/22/2019	Northforker / “A year spent ‘Off the Fork’” / Mention
12/18/2019	Tonic / “Lift E-Foil: Saturday morning cruise with Hilary” / Feature
12/16/2019	Foil Magazine / “Lift Efoil, le pouvoir de voler” / Feature
12/14/2019	NBC Sports / “FLIBS Coverage” / Segment
12/09/2019	The Virgin Islands Daily News / “Technology takes to the waves with VI Foils” / Article
12/08/2019	Patrick Wieland / ”I rode a flying surfboard! E-Foil Experience!” / Feature
12/05/2019	Gadgetify / “Lift eFoil: Electric Hydrofoil Surfboard”/ Article
12/03/2019	Wakeboarding Magazine / “Lift Foils - eFoil” / Feature
12/03/2019	Tempus / “The Luxe List” / Mention
12/01/2019	Coastal Lifestyle / “Lift eFoil changes the face of water sports” / Article
10/30/2019	The Weekly Journal / “Here’s a Surfboard That Can ‘Fly’”/ Interview
10/19/2019	Klaas Kan Alles / “VLIEGEND OVER WATER-Lukt het Klaas om Joshua Nolet met Efoilen te verslaan?”/ YouTube Mention
10/09/2019	AWS/ “Lift eFoil Product Review Video”/ Feature
10/01/2019	SHOUTS / “Lift Foils eFoil Hydrofoil Board Lets You Carve Water Even Without Waves” / Article
10/01/2019	Bloomberg.com / “Monaco Yacht Show 2019 in Pictures” / Mention
09/30/2019	Forbes.com / “Billionaire Superyacht Toys: The 10 Best Toys And Tenders For 2020” / Mention
09/30/2019	Inspired by Sports / “Magic surfing experience with eFoil boards” / Feature

09/18/2019	abcMallorca / “Surfing or Flying?” / Article
09/17/2019	Superyacht Times / “Top 10 coolest superyacht tech toys you should have on board” / Mention
09/11/2019	Cleveland.com / “It’s a magic flying surfboard!”/ Review / YouTube
09/06/2019	Surfer Today / “Foiling Magazine Hits the Stands” / Mention
09/01/2019	Foiling Magazine / “Interview with Nick Leason” / Interview Article
09/01/2019	Foiling Magazine / “Lift Surf Series” / Feature
08/29/2019	The Islander Magazine / “Sustainable Yacht Toys” / Mention
08/28/2019	Vaielettrico / “Lift e-Foil, da Porto Rico la tavola che vola a 21 nodi” / Article
08/19/2019	Adventure IO / “Learning to E-Foil-Tips from Brian Grubb” / Article
08/19/2019	WRCBTV / “3IYT: Surfing the Tennessee River” / News Segment
08/14/2019	Now You Know! / “Lift eFoil Electric Hydrofoil Surfboard” / YouTube episode
07/31/2019	Ocean City / “Activity of the month: Hydrofoil” / Mention
07/28/2019	Northforker/ “eFoil is taking water sports to new heights on Shelter Island”/ Article
07/19/2019	The Sag Harbor Express / “Riding the Waves Powered by Electric” / Feature
07/16/2019	The Independent / “Elevate Your Experience” / Article
07/24/2019	OnBoard Magazine / “Yacht Essentials” / Mention
07/09/2019	KARE 11 / “Perk at Play: eFoil” / Video feature
07/08/2019	27 East - The South Hampton Press / “Surfers Get A Blast Out Of EFoils” / Mention
06/27/2019	Tracks / “Finding the Foil for You: The Future is Lit” / Mention
06/27/2019	Tim Ferriss Show / “Josh Waitzkin — How to Cram 2 Months of Learning into 1 Day” / Mention
06/15/2019	The Times (UK) / “Riding high on my own hoverboard—eFoiling in Ibiza” / Article
06/02/2019	E-Surfer/ “eFoil tutorial: How to pair the Lift Foils bluetooth remote control”/ Feature
06/03/2019	Electrek / “First Ride.Lift eFoil electric hydrofoil board literally flies above water” / Article
05/31/2019	The Islander Magazine / “SuperYacht Tenders and Toys Launches Eco-Friendly Water Sports Toy Rental Service in the Mediterranean”/ Mention
05/23/2019	Yacht Needs / “The Hottest Yacht Toys for the Mediterranean Charter Season 2019” / Mention
05/01/2019	Hana Hou / “Lift” / Feature
04/23/2019	Plug Boats / “The incredible rise of the electric hydrofoils!”/ Mention
04/14/2019	The Inertia / “Laird Hamilton Has Been at the Forefront of Surfing’s Biggest Movements; Is e-Foiling the Next One?” / Mention
02/19/2019	News Channel ABC 12 / “New kind of water sport vehicle literally defying gravity, creating 'oohs' and 'aahs’”/ Article
02/11/2019	San Diego Reader / “These boards lift the rider above water” / Feature
01/31/2019	E-Surfer / “Liftfoils eFoil 2019 with more options” / Feature

01/31/2019	E-Surfer / “Lift Foils eFoil demonstration from CEO Nick Leason”/ Feature

2018

10/24/2018	Business Insider / “Why This ‘Flying Surfboard' Costs $12,000” / Video
09/20/2018	CNN Travel / “This is unlike any other surfboard” / Video profile
09/06/2018	Tech We Want / “Lift eFoil Review: Electric Hydrofoil Surfboard” /Review
08/26/2018	Fox7 Austin / “eFoil electric hydrofoil surfboard comes to Austin”/ Feature
08/01/2018	Men's Gear / “Lift eFoil Electric Hydrofoil Surfboard” / Review
07/05/2018	Unofficial Network / “World's First Mass Market Propellor Driven Electronic Foil-Boards” / Feature
07/01/2018	E-Surfer / Liftfoils tutorial videos” / Feature
06/28/2018	Gear Junkie / “Emerging Gear” / Mention
06/18/2018	Be Perfect Magazine / “Ete-C'est L'ete! On s'amuse!” / Mention
06/01/2018	THE ÏU MAG / “50 Things you cannot miss in Ibiza this Summer”/ Mention
03/27/2018	Tech Startups / “This motorized hydrofoil surfboard can ‘fly’ over the water at 25 mph” / Article
02/26/2018	Mashable / “No waves? No problem! These electric boards let you surf on calm waters with ease” / Video mention
01/25/2018	MACkite / “Tucker Interviews MHL's Co-Founder & Head Engineer Nick Leason” / Feature
01/07/2018	NXT Studios / “Flying on a Surfboard” / Feature

2017

12/22/2017	Båtnytt / “Båtnytt i Florida: Här testar vi svävande surfingbrädan Lift E-foil”/ Feature
12/02/2017	Men’s Journal / “Welcome to the future: Motorized hydrofoil boards” / Feature
12/01/2017	Boat International / “Splashing Around: The Best New Superyacht Toys from 2017”/ Mention
12/01/2017	Elite Traveler / ”Gift Guide for Adventurers” / Mention
11/10/2017	Drone Nerds / “Flying Surfboard In Miami!” / Article
11/07/2017	Wakeboarding / “Lift Foils - eFoil” / Article
10/21/2017	Man of Many / “The Lift Efoil Lets You Glide Over The Water” / Article
10/12/2017	Global Citizen / “Lifestyle Gizmos & Gadgets” / Mention
09/28/2017	BELLO / “Top 8 Picks” / Mention
09/17/2017	Inside Hook / “Electric Flying Surfboard? Yep.” / Article
09/21/2017	Maxim / “This electric surfboard flies above the water . . .” / Article
08/20/2017	New York Times / “Silicon Valley Flocks to Foiling, Racing Above the Bay’s Waves” / Mention
07/26/2017	CRHoy / “Tabla “voladora”/ lo último para sentir la adrenalina del surf” / Feature

07/26/2017	CRHoy / “Tabla “voladora”/ lo último para sentir la adrenalina del surf” / Feature
07/14/2017	E-Surfer / “Liftfoils CEO Nick Leason – eFoil Interview” / Feature
07/12/2017	New Atlas / “Lift Foils $12,000, 25 mph electric hydrofoil surfboard set to launch in September” / Article
07/07/2017	WIRED Italia / “Guarda eFoil, la tavola da surf per volare (davvero) sull’acqua” / Mention
07/07/2017	The Irish Examiner / “This ‘flying’ surfboard can help anyone master the waves” / Article
07/06/2017	The Daily Want / “Lift eFoil Is A Motorized Hydrofoil That Lets You Surf Above The Water” / Feature
07/06/2017	The Daily Mail / “Now that's surf-tastic!” / Article
07/05/2017	The Times of India / “Surfboards of the future are here... And they look amazing! ” / Feature
07/05/2017	TRTWorld / “Motorised surfboard makes waves” / Feature
06/30/2017	PubG Jeeto / “Real Fly on Water Surfboard” / Feature
06/29/2017	The Inertia / “So What are Your Thoughts on this Motorized Foil Board?” / Feature
06/29/2017	VT/ “'Lift eFoil' flies across the water” / Video
06/12/2017	Drive Mag Boats / “The Lift eFoil board can make you fly over water” Feature
06/01/2017	Standup Paddle Magazine / “Lift” / Article and Interview
04/27/2017	Outside Online / “Lift eFoil” / Mention
03/31/2017	Foil Magazine/ “LiftFoil propose un surf foil électrique, le Lift eFoil”/ **Feature**

Notable Praise

****A 2020 Edison Award Silver Award winner****
****One of *Goop’s* 2020 Kid’s Gift Guide Picks****
****One of Forbes.com’s 10 Best Toys And Tenders For 2020****
****One of *Boat International*’s Best Foiling Water Toys for 2020****
****One of *All at Sea’s* 9 Water Toys Not to Leave the Dock Without****

"If you haven't tried [the eFoil], you really need to...This is my new favorite thing."
—NBC Sports

“[It’s] magic. I always describe [eFoiling] as flying without the consequences of crashing.”
— Laird Hamilton*, Financial Times,* “How to Spend It”

“The eFoil… was brought to market by Nick Leason, an engineer and avid surfer in Puerto Rico. Technology from smartphones, electric vehicles and drones was used to create a remote-controlled board that could fly over the water without wind or waves.”
—*New York Times*

“A tumultuous year hasn’t put a stop to innovation… Fancy a surfboard that flies over the water? Then take a look at the Lift eFoil…”
— *Vanity Fair UK*

“The hot new trend in the oceans around Silicon Valley..."
—*Vanity Fair*

“Magic carpet meets surfboard.”
—*Goop*

"[T]he surfboard *Back to the Future*’s Marty McFly might have ridden... It’s magical."
—*The Sunday Times*

“This is unlike any other surfboard.”
—*CNN Travel*

“It feels both revolutionary and like a natural outgrowth of our broader shift toward personalized, battery-powered transportation... Efoils extend the techy phenomenon from the city streets to lakes and oceans… It’s like riding a warm knife edge through butter. Suddenly you’re floating peacefully over a beautiful lake, relaxed enough to notice the surrounding trees and mountains.”
—*San Francisco Chronicle*

“The world may not be ready for the level of cool that is this electric surfboard. . . if you thought surfing couldn’t get any more dope, think again.”
—*Yahoo! Finance*

“It’s a crazy, intense feeling… [Lift’s founder] Nick is a real pioneer in the foil world . . . Foiling is at the cutting edge of the surf world… I love it.”
—Author Josh Waitzkin, “*The Tim Ferriss Show*”

“It’s easy to learn and ridiculously user-friendly . . . It’s magical up on that hydrofoil.”
— *Business Insider*

“[Lift] allows even beginners to experience the thrill of riding the waves . . .”
—*The Daily Mail*

“All our dreams are becoming reality. NEED.”
—*Maxim*

“This year it’s all about eFoils . . . These whizzy toys make anyone riding one look as relaxed and elegant as an expert surfer. . . . [I]t’s as though I am flying along on a magic carpet, the water rushing past two feet below me. It feels incredible.”
— *The Times (UK)*

“No waves? No problem! These electric boards let you surf on calm waters with ease.”
—*Mashable*

“It strikes the perfect balance between stability and maneuverability so you can lean, carve and edge with ease. A unique feeling that combines the sensations of surfing and flying all in one.”
—*Wakeboarding*

“...easily the most fun I've had all summer."
—*Barstool Sports*

“Gliding over the water on a Lift eFoil is a modern wonder… [S]mooth, futuristic and fairly fast. (It’s also just fun to watch.)”
—*Connecticut Post*

“The feeling you get floating over the water is an amazing sensation that is unlike any other watersport out there.”
—*Tech We Want*

“Puerto Rico-based Lift Foils have been at the forefront of electric foiling from day one...”
— *Foiling Magazine*

“Surf’s up thanks to Lift’s innovative hydrofoil… brilliant… What a way to make a splash...”
— *Tempus Magazine*

“[The eFoil] has the potential to enable anyone to surf…”
—*The Irish Examiner*

“[T]he latest and greatest in water toys… the best of surfing, hydrofoiling and electric propulsion in one.”
—*All at Sea Magazine*

“Learning to foil was fun, fun, fun!... I will remember this successful first long ride for the rest of my life. I will! It was that good… It is a pure expression of enjoying the moment, feeling the jubilation, and celebrating being alive.”
— *Standup Journal*

“[E]asier than wake surfing behind a boat, but just as incredible. I couldn’t stop smiling, skipping over the water…”
— *Cleveland.com*

“The Lift eFoil is a must-have for water sports enthusiasts. Lift constructs each board with meticulous attention to detail, so riders of varying skill levels can enjoy a new kind of thrill.”
— *GearHungry*

“Lift's electric hydrofoil is a futuristic motorized surfboard that lets you silently soar over the water and reach new frontiers in the outdoors.”
— *The Outdoor Journal*

"It's surfing without a wave, snowboarding without the powder, flying without a plane… the sheer sensation of gliding above the water is exhilarating."
— *Style of Sport*

"Another fantastic toy for yacht charters or beach vacations…[T]his adrenaline-inducing contraption allows users to experience the thrill of surfing even when there are no waves."
— *Elite Traveler*

"Walking on water? Old hat. Flying on water? That's more like it…[The eFoil] looks like an optical illusion as you rise from the water on a carbon fibre mast. Within a few hours, you can become a confident foiler, even if you've never surfed before."
— *Superyacht Technology News*

Nick Leason, a surfer and trained engineer, is credited with inventing the first efoil, which became available in 2018.
— *The Wall Street Journal-Future of Everything*