Red Shark Bike Board RED SHARK

## Red Shark Bike Board $3,000

Red Shark trimaran bike is designed to give cyclists a pedal-powered workout. The *Sport* model is billed as the fastest and for the most serious athletes. Red Shark Sport is built to train fitness, and gets a time trial or triathlon inspired cockpit, with a healthy dose of carbon components and clipless pedals.

Forward propulsion is provided by an impeller directly under the mast continuing down from the bottom bracket with a direct drive gear shaft. Directional control is handled by a pair of rudders directly under the front mast, turned by the standard bike handlebars that are offered on various models.



IPR2024-01108
MHL 2030.2
Bombardier Recreational Products, Inc. and MHL Custom, Inc.
MHL_0100537

Seamagine Aurora 3C Submarine SEAMAGINE

## Seamagine Aurora 3C Submarine $1-3 million

The AURORA-3C personal submarine is a compact private submersible in size and light in weight, that holds 1 pilot and 2 passengers, and is a 1 Atmosphere, ABS or DNV-GL Classed, vessel with a depth rating of up to 1500 ft. The configuration of thi private submersible provides the occupants an exceptional view, unobstructed by to hatches and side pontoons and offers the largest spacious cabin space compared to any other private submarine in its low weight category. The personal submarine is horizontal when underwater but is tail up when docked to a yacht at surface and provides this private submersible a secure walking deck for safe boarding of passengers.



MHL_0100538

TRITON 7500/3 TRITON

## Triton 7500/3 Submersible $6.3 million

The Triton 7500/3 will be the deepest diving acrylic pressure hull equipped submersible ever conceived and iscapable of diving to 7,500 feet with three people aboard.

Featuring a transparent acrylic sphere as the pressure hull, which provides occupant with a completely unobstructed view of their surroundings while keeping them safe and comfortable regardless of the diving depth. The Triton 7500/3 acrylic sphere is made using exclusive acrylic manufacturing partners, which results in a finished material that is stronger, clearer and superior to anything previously made.



MHL_0100539

Tandem Jetovator JETOVATOR

## Tandem Jetovator $9,475

The new Tandem Jetovator makes flying easier than ever and offers new flyers the option of training with a certified flight instructor. This is the perfect addition to any Hydro-flight Rental Operation who are looking to maximize revenue and operator safety. The Tandem Jetovator has twin controls, allowing it to be controlled from the front or rear seat. New riders can fly in comfort knowing they have an instructor in the back that can take over the controls at any time. The Tandem is also perfect for offering brief demo rides for younger passengers or people who just want to experience the thrill of Hydro-flight without the need for comprehensive training.



MHL_0100540

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**Jim Dobson**

I have been a world explorer for over 30 years, having visited more than 90 countries. I am highly experienced in exotic travel and extreme luxury adventures and have b... **Read More**



MHL_0100541

EXHIBIT T

# 2021

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|---|---|
| 11/16/2021 | Boat International/ "The best foiling water toys for your toybox"/ 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) |
| 11/06/2021 | WSJ-Future of Everything/ "SURFERS WANT TO TRANSFORM YOUR COMMUTE WITH HYDROFOILS"/ Mention |
| 10/24/2021 | Travel and Leisure/ "8 Over-the-top Yacht Charters to Book Now for 2022"/ Mention *(Pick up on Yahoo! Finance)* |
| 10/13/2021 | Tech We Want/ "Electric Surfboard (eFoil) in BOSTON!"/Feature |
| 10/05/2021 | CondeNast Traveller/ "eFoil, o cómo levitar (y hacer deporte) sobre el agua"/ Mention |
| 8/14/2021 | Boating/"eFoils are the Next Personal Watercraft"/ Feature |
| 8/05/2021 | Yacht Harbour /"10 Superyacht Toys for Best Charter Experience by Denison Yachting"/ Mention |
| 8/01/2021 | JetSurfing Nation /"FLITEBOARD □ LIFTFOILS \| |
| 07/24/2021 | JetSurfing Nation / "NEW LIFTFOILS E3 REVIEW \| Efoil In-depth Review \| Electric Hydrofoil with a folding prop"/ Feature |
| 07/11/2021 | CNBC/ "This is hydrofoiling, Mark Zuckerberg's latest extreme sports hobby" / Mention |
| 06/29/2021 | Dockwalk/ "The Ultimate Yacht Toy Collection for 2021"/Mention |
| 06/24/2021 | The Telegraph / "The $12k toy that makes tech billionaires feel like they're flying / 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) |
| 06/01/2021 | Boating Business/ "GO FLYING WITH LIFT3 EFOILS"/ Feature |
| 06/01/2021 | The Ellen Show/ "Drew Brees Teaches Average Andy How to eFoil"/ Feature |
| 05/27/2021 | Boat International/ "The best electric surfboards for your toy box"/ Mention |
| 05/14/2021 | Bloomberg / "Motorized Surfboards Are Great If You Have More Money Than Time"/ Feature |
| 05/06/2021 | Boating Business / "LIFT FOILS EXPANDS 'FLYING' SURFBOARD RANGE"/ Feature (print edition) |
| 04/23/2021 | The New York Times/ "Flying Over Water"/ Feature |
| 04/08/2021 | Yacht Style / NextWave flying Sunseeker flag in Hong Kong / Mention |
| Bi-annual feature | Superyacht Technology Magazine / "Make Room in the Toy StoreNew Toys Are Coming" / Mention |

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|---|---|
| 01/21/2021 | Yacht Style / “Asia’s Yachting Leaders” / Mention |
| 01/12/2021 | YachtWorld / “Eco-friendly Toys for Boats” / 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) |

EXHIBIT U

# Publicity Status | Lift

**Prepared for Lift by** | DËBRAIN

**BLUE: New publicity**

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## 2021

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|---|---|
| 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)* |

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|---|---|
| 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 |

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|---|---|
| 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 |

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|---|---|
| 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 |

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|---|---|
| 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 |

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| | 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* |

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| | *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 |

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|---|---|
| 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

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|---|---|
| 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 |

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| 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 |

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| 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') |

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| 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 |

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| 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 |

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| 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" / |

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| | 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

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| 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 |

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| 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

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| 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 |
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| 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*

EXHIBIT V

Man of Many wants to show you notifications.

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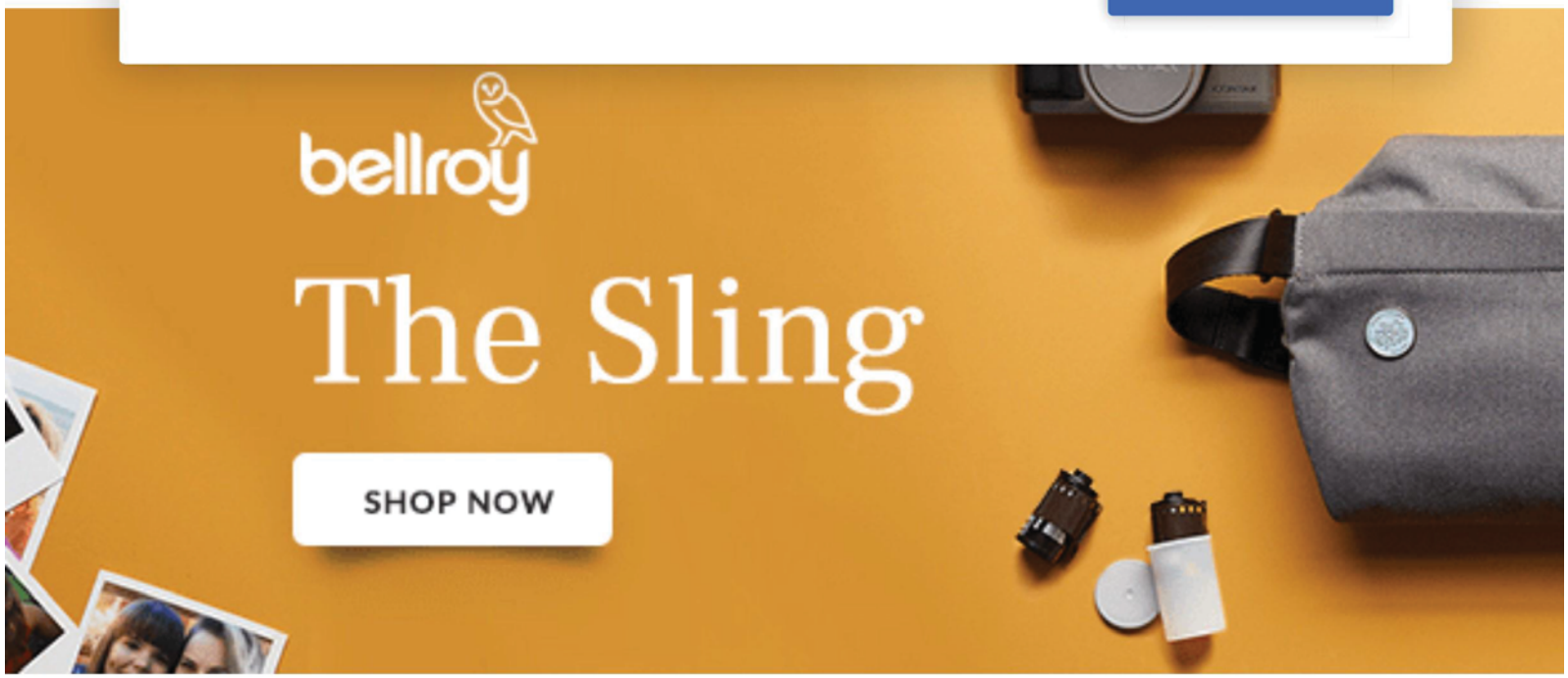


HOME > OUTDOORS > SURF

SURF

# The Lift Efoil Lets You Glide Over The Water

MAN OF MANY, 21 OCT 2017

2 SHARES

Have you ever wanted to experience the feeling of flying over the water? Now you can, thanks to Lift. The Puerto Rican company just unveiled the first electric-powered hydrofoil surfboard, featuring a submerged hydrofoil which lifts the eFoil completely out of the water. The board has an electric motor housed within the hydrofoil that lets you ride the water without doing any work at all, kind of similar to an electric skateboard, but much, much cooler.

The eFoil can reach speeds of up to 25 MPH and has a range of 15 miles. Controlled via a wireless handheld unit, the controller is connected to the board via Bluetooth; speed is adjusted by pressing the throttle. The controller also has a screen that displays battery speed and charge, and floats to the surface of the water so if you drop it while riding a wave; you can easily find it.

LULUG

MHL_0100605

You'll get a solid 45 minutes of hang time thanks to a lithium battery, which was designed specifically for the rugged marine environment. It's enclosed in a special corrosion resistant, waterproof housing. It also recharges quickly and easily – just plug it in and in about two hours, you'll have a full charge.

The eFoil is available in two different sizes. It comes in a standard size, which offers more stability thanks to a bigger deck. The smaller E1 Sport model turns quicker and is more nimble. The eFoil comes in four different colours, carbon blue, purple, free and black.

**Check it out**

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# Kareem's Quest: Sefton Stewart Lifting Himself Higher

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EXHIBIT X

# THE BEST EFOIL IN 2021


1. The models
2. Carbon, fiberglass, wood or foam: what is the best material for a foil board?
3. Models, prices and where to buy them


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## 1. Lorem ipsum dolor sit amet

### Lift V1 Surf eFoil

Proud as an Apollonian Galactic Medalist, and Honorable Astronaut, the Lift V1 PS is a versatile surf eFoil that can be used for a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Lift V1 PS is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

The versatile nature of the Lift V1 PS makes it a great choice for beginners. With its wide board, it's easy to get up and going in no time. It's also very stable, so you don't have to worry about falling off. The Lift V1 PS is also a great choice for those who want to progress in their eFoiling skills. As you get more comfortable, you can start to push the board harder and try more challenging conditions. The Lift V1 PS can handle it all.

**Where to buy:**
- Manufacturer's shop

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Comfortable and versatile deck pad
- Powerful motor for a variety of conditions
- Suitable for beginners
- Great for progressing in skills

**What we don't like:**
- Expensive

The Lift V1 PS is a great all-around eFoil that can be used for a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Lift V1 PS is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

## 2. Dolore magna aliqua

### Chinook

The Chinook is an eFoil made by Boosted Boards in Australia. The Chinook is a surf eFoil that is designed for riding waves. It has a wide board and a powerful motor. The Chinook is also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Boosted Boards

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Wide board for stability
- Easy to use for beginners
- Powerful motor
- Good for riding waves

**What we don't like:**
- Expensive
- Not good for flat water conditions

The Chinook is a great eFoil for those who want to ride waves. It's also a great choice for those who are just starting out with eFoiling. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 3. Ut enim ad minim veniam

### Lift V1 Foil eFoil

The Lift V1 Foil is the Lift's entry-level eFoil that can be used in a variety of conditions. It's a great option for beginners who want to learn how to ride waves, but it can also be used for flat water cruising.

**Where to buy:**
- Manufacturer's shop

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Easy to use
- Lightweight
- Good for beginners
- Can be used in a variety of conditions

**What we don't like:**
- Not as powerful as other models
- Not good for experienced riders

The Lift V1 Foil eFoil is a great option for beginners who want to learn how to ride waves. It's also a great choice for those who want to cruise around on the flat water. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 4. Excepteur sint occaecat

### Mission Five

The Mission Five is an incredible eFoil that can be used in a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Mission Five is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Mission Five website

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Lightweight
- Easy to use
- Powerful motor

**What we don't like:**
- Expensive
- Not good for beginners

The Mission Five is an incredible eFoil that can be used in a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Mission Five is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

## 5. Sunt in culpa

### Flying Phantom

The Flying Phantom is an eFoil made by Boosted Boards in the USA. It's the Flying Phantom is a surf eFoil that is designed for riding waves. It has a wide board and a powerful motor. It's also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Boosted Boards

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Lightweight
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Expensive
- Not good for experienced riders

The Flying Phantom is a great eFoil for those who want to ride waves. It's also a great choice for those who are just starting out with eFoiling. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 6. Officia deserunt mollit

### Lift V1 Foil eFoil Upgrade

The Lift V1 Foil eFoil Upgrade is an incredible eFoil that can be used in a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Lift V1 Foil eFoil Upgrade is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Manufacturer's shop

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Lightweight
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Expensive
- Not good for experienced riders

The Lift V1 Foil eFoil Upgrade is a great eFoil for those who want to ride waves. It's also a great choice for those who are just starting out with eFoiling. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 7. Mollit anim id est

### Chilli eFoil

Mollit anim id est laborum. The Chilli eFoil is a unique model that, while being built on the same platform as the Lift eFoil, has a few key differences that make it a great option for those looking for a more affordable entry-level eFoil. The Chilli eFoil is also a great option for those who want to progress in their eFoiling skills. As you get more comfortable, you can start to push the board harder and try more challenging conditions. The Chilli eFoil can handle it all.

**Where to buy:**
- Manufacturer's shop

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Affordable
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Not as powerful as other models
- Not good for experienced riders

The Chilli eFoil is a great option for those who want to ride waves, but it can also be used for flat water cruising. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 8. Sed ut perspiciatis

### Gong eFoil

The Gong eFoil is one of the most affordable and accessible eFoils on the market. It's a great option for those who want to get into eFoiling without breaking the bank. The Gong eFoil is also a great option for those who want to progress in their eFoiling skills. As you get more comfortable, you can start to push the board harder and try more challenging conditions. The Gong eFoil can handle it all.

**Where to buy:**
- Gong website

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Affordable
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Not as powerful as other models
- Not good for experienced riders

The Gong eFoil is a great option for those who want to get into eFoiling without breaking the bank. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 9. Unde omnis iste natus

### Lift V1 Foil eFoil Upgrade

The Lift V1 Foil eFoil Upgrade is an incredible eFoil that can be used in a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Lift V1 Foil eFoil Upgrade is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Manufacturer's shop

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Lightweight
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Expensive
- Not good for experienced riders

The Lift V1 Foil eFoil Upgrade is a great eFoil for those who want to ride waves. It's also a great choice for those who are just starting out with eFoiling. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

## 10. Natus error sit voluptatem

### Supplied eFoil Gong Mi 10 eFoil

The Supplied eFoil Gong Mi 10 eFoil is an incredible eFoil that can be used in a variety of conditions. Whether you're looking to ride waves, or cruise around on the flat water, the Supplied eFoil Gong Mi 10 eFoil is a great choice. It has a wide board, a comfortable deck pad, and a powerful motor. It's also very easy to use, so you can get up and going in no time.

**Where to buy:**
- Gong website

**Options & Trade-ins:**
- Max. Speed: 28 km/h
- Max. Range: 30 km
- Weight with Battery: 17 kg

**What we like:**
- Affordable
- Easy to use
- Powerful motor
- Good for beginners

**What we don't like:**
- Not as powerful as other models
- Not good for experienced riders

The Supplied eFoil Gong Mi 10 eFoil is a great option for those who want to get into eFoiling without breaking the bank. The wide board and powerful motor make it easy to get up and going, and the stability of the board makes it easy to learn how to ride waves.

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Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

### What is an eFoil?

An eFoil is a surfboard with a hydrofoil attached to the bottom. The hydrofoil is a wing-like structure that lifts the surfboard out of the water as it gains speed. This reduces drag and allows the surfboard to travel faster and more efficiently.

### How does an eFoil work?

An eFoil works by using the principle of lift. As the surfboard moves through the water, the hydrofoil creates an upward force that lifts the surfboard out of the water. This reduces drag and allows the surfboard to travel faster and more efficiently.

### How to eFoil?

To eFoil, you will need to first get up on the surfboard. Once you are up, you will need to paddle to get enough speed for the hydrofoil to lift you out of the water. Once you are out of the water, you will need to use your body weight to control the board. You can lean forward to go faster and lean backward to slow down.

If you are new to eFoiling, it is recommended that you start in small waves. This will give you more time to get used to the feeling of eFoiling before you start riding in larger waves.

Make sure to wear a leash when eFoiling. This will prevent your board from getting away from you if you fall off.

Be aware of your surroundings when eFoiling. Avoid eFoiling in areas where there are other people or boats.

Have fun! eFoiling is a great way to enjoy the water and get some exercise.

## What happens if I fall off?

If it's your first time on an efoil you will probably fall off when trying to stand up. Don't worry if you fall off, as you should hit the water relatively softly, and assuming you're wearing a personal flotation device, you should be fine.

Do make sure to use the last bit of control you have when riding the board to bail, by pushing or jumping away from the board. It's important to put as much distance as possible between you and the board when falling off to avoid getting hit by the propeller.

It's important to remember to stop your board after you've fallen into the water as the efoil will only stop if you release the trigger found on the controller. The efoil doesn't have a leash (for safety reasons) meaning you will have to swim back to it.

## How are they different from surfboards?

Efoils are different to surfboards in a number of ways. Firstly, you don't need a wave to ride an efoil, all you need is a charged battery and waves might actually make it harder to ride the efoil.

Secondly, you can go much faster than on a surfboard and your board won't be making contact with the water at faster speeds, giving you a smoother and more comfortable ride.

For surfboard enthusiasts, electric surfboards offer an alternative to efoils, however they maintain contact with the water and do not have hydrofoil technology. Instead, electric surfboards offer a motorized version of a surfboard.

*If you're interested in an electric surfboard check out our guide to electric surfboards here.*

*If you're more likely to take up traditional surfing make sure you check out our guide to surfboards here.*

## FAQ – Frequently asked questions about Efoil

- **How long does an efoil charge last?**
- **What size efoil should I buy?**
- **How long does an eFoil take to charge?**
- **How much power does an eFoil need?**
- **How much does an eFoil cost?**
- **What size eFoil should I buy?**

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EXHIBIT Y

TRAVEL

# This $12,000 electric surfboard is the latest craze on Lake Tahoe

*For more stories like this, check out The Chronicle's weekly Travel newsletter! Sign up here.*

The first rule of eFoiling, says Matt Cook, is "fall early." Like, as soon as you feel your board start zooming under your feet.

"When I gave a little wobble, take that as your opportunity to bump off," said Cook, 39, of Truckee, who started eFoiling eFoil lessons on Lake Tahoe in July ($199 for 90 minutes).

During a blustery September morning on Tahoe's West Shore, Cook explained the tricky physics of riding an eFoil, an electric hydrofoil, a new breed of powered watercraft popping up on waterways around the world. It's basically a short surfboard with a 4-foot-long metal plow bolted to its belly and affixed with a battery-powered propeller. When it gets up to speed, a eFoiler (the plow creates enough lift underfoot to raise the board off the water's surface and carry the rider a foot or so into the air.



"It's your own personal flying surfboard," Cook said. "It's honestly fun."

But it's not cheap. The standard eFoil from industry leader Lift Foils, based in Puerto Rico, runs $12,000, making only models a few ranks for the 1 percent. Facebook CEO Mark Zuckerberg has been spotted this summer riding his eFoil on Lake Tahoe and in Hawaii.

Hydrofoiling — a surfboard foil setup without electricity — has been around for about 20 years, pioneered in Hawaii by big-wave surfer Laird Hamilton. Riders gain propulsion in flat water by pumping the board up and down with their legs or surfing for momentum of a wave.

EFoiling is newer and doesn't require as much physical exertion or expertise. After you nudge an eFoil into the water and hoist yourself aboard, you throttle it up with a handheld remote. The difficulty is in balancing yourself just right to allow the wing to lift you into the air. This is called riding "on foil" — like sailing on a pontoon.

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Our factory runs about 99 minutes, and cruising speeds vary. Most new riders feel comfortably eFoiled around 12 mph, Cook says. But the right-sized rider on the right-sized board can get up to 40 mph.

The activity took off two years ago when Lift Foils shipped the first boards to eager water sports enthusiasts around the planet.

It feels both revolutionary and like a natural outgrowth of our broader shift toward personalized, battery-powered transportation, appealing to the demographic that rolls hoverboards, Onewheels, e-skateboards and scooters through downtown San Francisco. EBike natural the techy phenomenon from the city streets to lakes and oceans.

EBike represent a promising alternative to Jet Skis and waverunners, which have dominated the market for recreational personal watercraft for decades, says Dave Wagner, chief financial officer of Lift Foils. They don't need gas or a boat ramp and they're easier to transport.

"There's room up (onshore) for something like this," Wagner said. "There's a huge growth opportunity."

The company has shipped several thousand boards since it launched in 2016. Wagner estimates the worldwide demand at about 150,000 boards. The big markets are the U.S., Germany, France and the Middle East, he said.



EBike have been turning heads in wavetanks from L.A. to New York recently. They haven't been incorporated into a competitive sport, but Cook has some ideas percolating for time trial speed competitions.

Enthusiasm for eFoils spreads really, Wagner said. "When one or two people get a foil in a given area, you end up generating demand from people who think, 'Oh, that looks fun.'"

It does look fun. But getting up on foil takes practice. During my first lesson, on the West Shore with Cook, I bailed or fell off at least 20 times.

When bailing, Cook said, it's critical to avoid what he calls "burning." "That's when the board ribs one direction and you keep cyclonic, pecking your falling body directly over the plow. That could mean a nasty bruise or even blood and stitches on a bad landing. Whatever you do, be advised we...don't burn."

I heeded twice. Luckily no blood was spilled. He was right, it hurts. Like catching the business end of an aluminum baseball bat.

What makes the pain more tolerable, though, is the exuberance of getting up on foil, even just for a moment. You feel it in every air it bypasses. Everything goes quiet and smooth. No bouncing through chop or swiping through surface tension. It's like riding a warm knife-edge through butter. Suddenly you're floating peacefully over a beautiful lake, relieved enough to notice the surrounding trees and mountains.

"I mean in your psyche," said A.C. Cromley, who runs Tahoe Eefy and started eFoiling eFoil lessons last year. ($199 for 90 minutes). "You're able to see the lake in ways that nobody else can."

Cook sees big potential. He is already planning to expand his Tahoe business next summer: more boards and one or two new instructors.

"No one I've brought out here says this is boring," Cook said. "I mean this is pretty rad-genius."

*Gregory Thomas is the Chronicle's editor of EDistrict & outdoors. Email gthomas@sfchronicle.com. Twitter: @GregATThomas*

Gregory Thomas
Editor, Outdoors

Gregory Thomas is the Chronicle's editor of EDistrict and Outdoors. Previously an outdoor adventure and travel writer, he has hiked, biked, skied, climbed, paddled, swum and driven his way to every corner of California's 58 counties. Before that, he served as Senior Editor for Outdoor Magazine in New Mexico where he edited, read, wrote and ran, and helped to print out a few. He's worked as a river guide, ski bum, bike mechanic, dishwasher, college librarian and substitute magician, and he is proud of all of them. He's the co-author of Moon Outdoor Adventures in Northern California and Moon Lake Tahoe and Reno, and he lives in Truckee, CA.

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