



For Immediate Release  
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**AXIS USA & AXIS AUSTRALIA TEAM UP TO SIGN WAKEBOARDER DEAN SMITH**  
Axis Wake Research welcomes the free-riding, massive air professional Australian wakeboarder Dean Smith to the team.

(Loudon, TN) – Axis Wake Research in the USA and Australia are welcoming Dean Smith to their Factory Pro Team because just like Axis wake boats, he is all about charging hard and doing it with style. Smith wanted a boat that would allow him to take his “go big or go home,” attitude into every riding session as well as every competition. It’s this approach that earned the Australian Pro the 2010 WWA Men’s Wakeboard World Championship title. A fun, unassuming guy, Smith has the heart of a lion and conducts himself with true professionalism. Together with his massive tricks and free-riding style, Smith’s character makes him a perfect fit for Axis Wake Research. Smith rides and lives each day to the fullest and that’s how these boats perform; like today is your best day on the water. Axis is proud to call Deano, as he is affectionately known, a member of the family.



#### **Additional Links**

[Dean Smith Video on YouTube](http://youtu.be/KPLMMG7zH-I) – (<http://youtu.be/KPLMMG7zH-I>)

[Follow Dean Smith on Twitter](http://twitter.com/deanwsmith) – (<http://twitter.com/deanwsmith>)

When asked about his new team, this is how Smith responded, "I couldn't be happier on joining the Axis team! It is a company that shares that same passion about wakeboarding as I do, and is moving in a positive direction in the process." Smith continued, "Having Randall and Keith as team mates is also a huge factor for me. Having 2 of the most innovative riders in world on the same team is a huge honor, and will only push me with my own riding. I'm looking forward to the 2011 season!"

On the pro wakeboard scene since 2004, Smith is no stranger to the podium. He has inflicted years of domination on the Australian Pro Wakeboard Tour. In 2010 he won the hearts of wake fans around the world by becoming the WWA Men’s Wakeboard World Champ. This underdog’s success is proof that if you want it bad enough and train hard enough victory is always within reach.

“I have so much respect for Dean’s riding, versatility and professionalism,” says David Thorpe, National Marketing Manager of Axis Wake Research Australia.

Smith is the first native Australian to earn the title of Wakeboard World Champ. He was born in Sydney in 1984 and still lives there for half of the year. He splits time between his birth place and Orlando, FL wakeboarding as much as he can on both sides of the globe. Together Axis Wake Research USA and Australia are keeping Smith in an Axis wakeboard boat whether he is

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Stateside or Down Under. This way Smith's rigorous training schedule can remain just as intense no matter his location.

"Sticking to the Axis roots for pro athlete consideration, it is such a logical fit. Just like our boats, the rider's attitude, style, and skill level must find balance. Deano has that," explained Adam McCall, Managing Director for Axis Wake Research. "We at Axis look forward to working with Dean and seeing mutual benefit to the brand and to his riding career."

About Axis Wake Research: Axis Wake manufactures high performance, price point wakeboard boats with new levels of quality, performance, style and owner pride. Axis exploded onto the entry-level big wake boat market in 2009 with unparalleled pride of ownership. Carefully sourced components and materials, in-house fabrication, lean manufacturing, unique production processes and strategic sales and marketing, allow Axis to offer low cost wakeboard boats without compromising quality. Axis performance and customer satisfaction is unmatched in price-point market thanks to aggressive grassroots research and development. These efforts revolve around the specific needs and wants of core riders and families alike. Or as the team at Axis Wake Research likes to say and the Axis name implies "We're centered on you."

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