



PRESS RELEASE

Kite Surfing at the Polar Circle

+++ Entrepreneur Constantin Bisanz breaks world records at the Bering Strait – the world's roughest sea

+++ Bisanz and his team are the first to reach the international date line from Alaska and even break speed record

Berlin, Germany/Wales, Alaska/USA, 16th August 2011 – It's done: Constantin Bisanz, founder of the online community brands4friends, and his companions, the brothers Geza and Andre Scholtz, made history with a very special record. The adventurers were the first to cover the distance to the international date line in the Arctic Ocean between Alaska and Russia by kite board. On the more than 70 km distance the extreme athletes reached a record speed of 40 km/h average – only driven by wind and body strength. A four-week adventure, taking about two years of preparation, three attempts and the support of an eleven-member team, finally found a successful conclusion.

World record in spite of adverse conditions

The exertions and deprivations were worth it for the bold entrepreneur Bisanz: After the second try when the kites in a sudden storm had to cope with a broken kites and a spectacular rescue operation in the open sea, they could report a great success.

There was not much time left for the team as the Bering Strait is only ice free for a few weeks of the year. The ice cold water has only 2 degree Celsius even in summer. Fog, complicated currents, gusty winds of up to 80 km/h and five meter high waves make kiting near the polar circle an extreme challenge. The constantly changing weather, which can turn into a storm from one moment to the next, as the adventurers had to experience, is life-threatening in these latitudes.

Happy about the positive outcome the 38-year old Austrian Constantin Bisanz reports: "It was real fun to break barriers and overcome obstacles with such a great team – this goes for

the Bering Sea as well as for the founding of companies. After this 'cool' experience I am looking forward to developing new business ideas – but not necessarily at the North Pole.”

Kiting for clean drinking water in developing countries

Constantin Bisanz is not only kiting for fun: With his participation in the Maurice Lacroix Bering Strait Expedition he calls for donating for clean drinking water. He is an active supporter of the internationally operating charity organization Global H₂O (www.globalh2o.org).

Global H₂O is an initiative of „The Wilde Foundation“, a non-profit organization aiming at building clean water and sanitary facilities for rural population worldwide. The lack of clean drinking water is one of the biggest health risks in developing countries.

About Constantin Bisanz

Constantin Bisanz is a successful entrepreneur and has already founded five companies. At the beginning of 2011 he sold brands4friends, his most successful project so far, to eBay – for the record-breaking amount of USD 220 million – only three years after its establishment. He was given the title “German Entrepreneur of the Year” by the Harvard Business School Association.

Kite boarding is Constantin’s second passion besides his entrepreneurial undertakings. Ten years ago, when the sport was still in its infancy, he was already on the board. He has just completed a six-month journey around the globe to numerous kite boarding spots.

The expedition live on the web

Follow the expedition live at www.constantinbisanz.com and on www.beringstraitexpedition.com. There you find recent blog entries as well as photos and videos about the project.

Constantin Bisanz on Facebook: <http://facebook.com/constantin.bisanz>

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