

Press Release

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Nimbus Design Launches Original Frisbee Disc Web Site Redesign to Introduce New Branding

Redwood City, CA – Nimbus Design has launched a new Web site (<http://www.Frisbeedisc.com>) for WHAM-O that is designed to reach the serious disc sports player and create new respect for the Frisbee brand. The site positions the Frisbee as high-performance competitive sports equipment with approval from the Ultimate Players' Association (UPA) and the Professional Disc Golf Association (PDGA,) and eschews the overwhelming notion that an Original Frisbee Disc is just a toy.

WHAM-O selected Nimbus Design to redefine their brand and identity and to rebuild the Frisbee Web site so that it presents the product line in an entirely new light – almost as a new business entity. The site is a portal that provides interesting content and powerful tips for enthusiasts who play Ultimate Frisbee, Frisbee Golf, Frisbee Freestyle, and other disc sports. The Frisbee Web site promotes and supports the Frisbee sport lifestyle for serious players and builds stronger connections with casual players and spectators.

Players can purchase Frisbee merchandise online, or they can browse for a local retail outlet that carries Frisbee gear. Information about Major Frisbee disc sport events will be published on the site, giving users a way to get involved more directly. Most importantly, the Frisbee site provides instructions on how to play the games and improve technique, and tells players where they can find a course or tournament.

Peter Sgromo, Senior Marketing Director for WHAM-O Frisbee, said, "As we expected, Nimbus has a strong appreciation for our brand, and skillfully presents it in a way that attracts our target audience. However, through their direct participation in disc sports, Nimbus surprised us by gaining a thorough understanding of players' challenges, and this gives Nimbus a uniquely keen perspective of how best to present our product to competitors and customers."

"We are very excited to be working with WHAM-O and the Frisbee brand," said Tom Finnegan, of Nimbus Design, a Redwood City, California, provider of technical and graphic design solutions. "The direct, one-on-one attention that we gave to Frisbee is not unique. We do whatever it takes to truly understand each of our clients and their products and services. We focus on how best to reach their customers, and our ultimate goal is always to help them achieve success and improve the bottom line."

About Nimbus Design:

Nimbus Design is the paramount provider of custom marketing solutions for businesses. Through leadership and innovation in both design and technical solutions, Nimbus delivers breakthrough value to its clients at every level. The Nimbus Design team is composed of individuals whose talents, experience and devotion enable a seamless integration of design and technology in the interest of achieving clients' marketing objectives.

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About Frisbee Disc:

At its roots, Frisbee is pure energy, emotion and excitement fused with the spirit of high-flying competition. Since its earliest inception, eight decades ago, when 1920s Yale students seeking a cure for boredom experimented by tossing pie tins from the roof of the Frisbie Baking Company of Bridgeport, Conn., the essence of Frisbee has remained untamed and self-governing. It was this renegade spirit that attracted Walter Frederick Morrison to create the first plastic flying disc in the 1950s. WHAM-O purchased Morrison's invention and re-introduced the flying disc in 1957 as the "Pluto Platter" because of its "cosmic" attributes. It wasn't until 1959, just prior to WHAM-O's official introduction of the flying disc as the Frisbee, that the company's own "Steady" Ed Headrick, the father of the modern Frisbee, added co-eccentric circles, improving its aerodynamics and revolutionizing the plastic disc's flight. Today, Frisbee has become a global symbol of carefree and spirited competition. Its unique attributes have given rise to hundreds of new competitive individual and team sports.

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