

# Extreme outdoor websites merge

Rider-Exchange LLC of Incline Village completed its acquisition of REELcomp Inc. this week.

REELcomp provides a rich consumer experience for online users in snowboard, skate and surf communities with a new ski community, ladies competitions and marketplace planned for early 2010. The combined force of REELcomp and Rider-Exchange strengthens the company's ability to provide a premier destination to upload original footage, compete in online competitions and watch live webcasts of popular extreme sports events, according to a press release.

"We will keep the brand and image that REELcomp has established in the industry, but the underlying philosophy will slightly change," Bob Witty, CEO and co-founder, said in a press release. "Rider-Exchange plans to release a cutting-edge social network with instant messaging, mobile applications and group chat in mid-2010."

Tresten Sweigard, Rider-Exchange founder said, "The other key point for us is to not look like every other extreme sports website. I grew up snowboarding in Lake Tahoe and the people and the culture are so important to me. Rider-Exchange will focus on the youth and the culture of these sports we love so much. Riders, photographers, videographers, teams, artists, musicians will all be featured, basically, anything that touches our lifestyle. We are an Internet platform not a website, a platform that showcases the talent that creates our culture."