



Coveroo and Tony Hawk Announce Partnership to Launch Iconic Skateboard Designs

San Francisco, CA, April 3, 2015 -- Coveroo, Inc., a crowd-sourced and brand-focused customization and distribution platform, and Tony Hawk today announced that they will launch Tony Hawk and Birdhouse designs on the Coveroo platform. Under the partnership, Coveroo will print and distribute the new products on Coveroo.com as well as through its marketplace partners and retailers, including Amazon, Best Buy and Wal-Mart. The first design from this partnership will be launched exclusively via the Tony Hawk Twitter Hunt <http://tonyhawk.com/thth/>. Follow @tonyhawk on Twitter April 4th from 7am-5pm PT for clues!

Coveroo.com lets users choose from more than 10,000 designs and more than 100 products and customize their creations before purchasing them. Tony Hawk joins Major League Baseball, National Basketball Association, National Hockey League, Major League Soccer, DC Comics, Warner Brothers and other top brands and independent artists whose designs are printed on demand using Coveroo's patented platform.

"We are excited to welcome the world's most iconic skateboard brand into the Coveroo family," said Chris Boone, Coveroo chief executive officer. "Both brands have become synonymous with self-expression, creativity and fierce individualism."

"I am excited and honored to work with Coveroo," said Tony Hawk. "With our combined efforts, we will create product designs that are relevant to today's generation of action sport enthusiasts. We also share the same appreciation for social marketing, so I'm thankful that they are participating in #THTH15."

About Coveroo

Coveroo is the best way to design, buy and sell customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to Coveroo.com.

For more information, contact press@coveroo.com.

About Tony Hawk

As a legendary skateboarder, Tony Hawk's accomplishments are unparalleled: World Champion for 12 years in a row, 16 time X Games medalist, the first skater to land a 900 and widely considered one

of the most influential skateboarders in the history of the sport. As a business man, his Tony Hawk Inc. is a world leader in its field with the unprecedented ability to bring skateboarding and its unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, THI specializes in Licensing, Events, Endorsements, Film and Digital Media. Consumer goods bearing the Tony Hawk brand include interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more. Also known for his philanthropy, his Tony Hawk Foundation has awarded over \$5.3 million to 560 skatepark projects throughout the United States and helps finance public skateparks in low-income areas in all 50 states. Skateparks that received financial assistance from THF currently serve over 3-million kids annually.