

## G3 Launches New Website

North Vancouver, BC - G3 Genuine Guide Gear Inc., recognized worldwide as a leading designer and innovator of backcountry skis and equipment, has officially launched their new website at [www.genuineguidegear.com](http://www.genuineguidegear.com).

"We are excited to have a new powerful and interactive website that allows visitors to get to know us better," shares Naheed Henderson, G3 Marketing Manager. "By offering a high level of product knowledge right from the source, detailed consumer information and an overall sharing of G3 culture, we are poised to support continued G3 product innovation, with products such as the ONYX AT binding and G3's new ski program, as well as G3's growing community of skiers."

Beyond the improved navigation and product browsing features, the goal of the site is to expose and share the design process, passions and philosophy that drive G3's innovation. Abundant product videos take the viewer behind the scenes at G3, where one learns design rationale and product functionality right from the engineers themselves. Review & comment features allow G3 customers to provide constructive feedback for both G3 and fellow G3 gear enthusiasts, while the G3 Learning Centre is devoted to further sharing product information and instruction through on-line manuals and videos.

"We were really excited about the opportunity to bring G3's unique and innovative brand and products to life on the web" explained James Morris of VentureWeb Design Ltd. who strategized and built the site with G3, adding that "The community features were key to the new site, engaging G3's widespread community of skiers and riders who have come to know and trust G3's high level of product durability and innovation." Through videos, photos and blogs, the enhanced G3 Houseblend community page shares the stories of G3 staff, community, and athletes that provide the inspiration that drive G3's culture of innovation and design. Furthermore, the engagement on Twitter and reviews/comments allow skiers and backcountry travelers to open a two-way dialogue with G3 engineers and staff.

Please visit G3's new site at [www.genuineguidegear.com](http://www.genuineguidegear.com). Follow news or ask questions at [www.Twitter.com/G3Gear](http://www.Twitter.com/G3Gear) and join the conversation on [www.facebook.com/genuineguidegear](http://www.facebook.com/genuineguidegear).