



CONFLUENCE
WATERSPORTS



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Confluence Establishes Accessories Division, With AT and Harmony to Be Based in Easley

EASLEY, S.C. (July 21, 2009) – Confluence Watersports is bolstering the Harmony and Adventure Technology brands by creating an independent Accessories Division. Chris Pageau has recently been hired as general manager to lead the new division. Adventure Technology (AT), the top end paddle manufacturer in the Confluence family, will join the rest of the Confluence brands at the Easley, S.C. production facility.

“We see huge potential in what we can offer our retail partners if we nurture and commit to these brands (AT and Harmony) with focused attention and unified leadership,” said Sue Rechner, CEO of Confluence Watersports. “We’re very pleased to have Chris join the team at an early stage in the process. He brings an energy and expertise that will benefit this important sector and keep focus on maximizing the respective brands’ heritages.”

While the new division consists of Harmony and AT, each brand will maintain its distinct identity and autonomy. Though housed in the same building, each brand will maintain separate production areas, equipment and production teams.

AT will continue to be a boutique brand known for innovation, quality and quick turnaround. It will continue to push the bounds of design, materials and fabrication in the high performance sector. In Easley, it will have full access to the Confluence Design and R&D teams, offering an exciting opportunity to maximize the potential of this iconic brand.

“Moving AT from Hood River to South Carolina has economic benefits,” continued Rechner. “We sincerely regret that three jobs will be lost in Hood River due to the transition. On the positive side, the move encouraged us to take a renewed look at our accessories options. A central, focused division gives new vitality to the individual brands; and we expect it will ultimately reduce our retail partners’ shipping costs.”

Chris Pageau joins Confluence from Black & Decker and Ingersoll-Rand. He holds a BS in Marketing from Auburn University and several post-graduate certificates in business management. He will move to South Carolina this month with his fiancée and Sampson, their dog.

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To learn more about AT Paddles, please visit: www.atpaddle.com.

To learn more about Harmony, please visit: www.harmonygear.com.

About Confluence Watersports:

Located in Easley, S.C., Confluence Watersports is the result of blending the unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, and Harmony® accessories. With a full representation of canoes, and kayaks ranging from touring and recreational to high-performance whitewater boats, the Confluence brands are well suited to outfit all paddling enthusiasts. People passionate about the outdoors run the company today: advocates who are dedicated to bringing more people to the water. For more information, please visit: <http://www.confluencewatersports.com>.