



Media Contact:
Verde PR
Brook Sutton
970.259.3555
brook@verdepr.com

Lila Thomas Hired as Sales and Marketing Manager For Confluence Accessories Division

EASLEY, S.C. (June 16, 2010) – Confluence Watersports has hired Lila Thomas to lead the sales and marketing efforts for the company’s accessories division. Lila will be responsible for enhancing brand awareness and increasing sales for Adventure Technology (AT paddles) and Harmony paddling accessories. Though in the same division, the brands still maintain their autonomy in production, development and distribution. As she works to further strengthen and develop each brand, Lila will offer support to company sales reps and its dealers; set direction for marketing, promotion, and training; and oversee Harmony’s Shopatron e-commerce site strategy.

“We have made significant investments in both businesses,” said Chris Pageau, general manager of accessories at Confluence. “We are aggressively pursuing improvements at every level, and retailers will see the full results of our increased attention and dedication to both AT and Harmony at the OR Summer Market. Lila will work with all of our departments, from engineering to creative services, to ensure that accessories provide reliable profit centers to retailers. We welcome her to the team.”

Lila will be instrumental in creating and implementing the dealer support programs, promotions, and Confluence field sales activities required to drive brand awareness and growth. Key to this position will be maximizing the benefits AT and Harmony dealers can rely upon in doing business with Confluence accessories.

Most recently, Lila was a sales and marketing representative for Lole. Prior to that, she was with Patagonia and at American Whitewater. She is an avid whitewater kayaker, skier and mountain biker.

If you’re a dealer interested in learning more about AT or Harmony, please contact your Confluence sales rep or call our dealer service line: (877) 755-2925.

About Confluence Watersports:

Confluence Watersports is a family of brands that covers the full spectrum of paddlesports. Wilderness Systems, Perception, Dagger, Wave Sport, Mad River Canoe, Adventure Technology and Harmony accessories speak to different sectors, but share the same enthusiasm for the water. Based in Easley, S.C., but employing over 500 people across the U.S. and Canada, the company is a dynamic blend of passionate paddlers, adept businesspeople and paddling industry icons, jointly committed to ensuring the future success of paddling, in all its forms. To learn more about the company and its brands, visit www.confluencewatersports.com.

About Adventure Technology:

In 1993, an idea for the first, whitewater-specific, ergonomic paddle was borne. That idea grew into Adventure Technology (AT), a paddle maker who doesn't seek to "balance" adventure with technology, but rather seeks to push both concepts to the outer limits. AT now delivers premium whitewater and touring paddles known for excellence in design, craftsmanship and innovation. In 2009, AT joined the rest of the Confluence Watersports family in Easley, S.C., to continue its legacy of dedicated research and development, all in the name of a good adventure. www.atpaddle.com

About Harmony:

Harmony is the paddling industry's top provider of high quality accessories at an affordable price. With an extensive selection of everything from paddles to fishing accessories to PFDs, Harmony is the first stop to outfit any canoe or kayak. The brand is based in Easley, S.C., alongside its sister brands in the Confluence Watersports family. Harmony gear is available at specialty retailers across the country and online at www.harmonygear.com.

Harmony · AT Paddles · Wave Sport · Perception · Dagger · Wilderness Systems · Mad River Canoe