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Confluence Names Ott Key Account Executive

EASLEY, S.C. (October 7, 2009) – Confluence Watersports has named Adam Ott to the role of key account executive. In this newly created position, Adam will be focused on supporting the business needs of regional and national retail chain accounts.

“We’re excited to have Adam join the sales division,” said Shelly Moore, vice president of sales for Confluence Watersports. “Adam understands the unique and individual needs of the dealers he’ll be supporting. His experience in customer service, product management and extensive knowledge of the brands will prove to be invaluable to the sales organization and our larger customers”.

All dealers will continue to work directly with their existing sales rep. Adam’s work will deepen the strength of the team and ensure sales data is available to help the sales team and key dealer partners collaborate on assortment planning, inventory turn and overall business growth and development.

Adam started in his new role in September 2009. He has worked with Confluence since 2005 in customer service and product management roles. Though he dabbles in touring, Adam is a whitewater kayaker at heart.

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>.