



Media Contact:

Verde PR

Brook Sutton

970.259.3555

brook@verdepr.com

Confluence Hires Northeast Sales Representative

EASLEY, S.C. (May 24, 2010) - Confluence Watersports is pleased to welcome Joe Warren as the sales representative for the Northeast territory, consisting of southern New York, Rhode Island, western Massachusetts, Connecticut and New Jersey. Joe brings over 10 years of paddlesports sales experience to the Confluence team.

“Joe’s experience and knowledge will be an excellent asset in ensuring that we continue to deliver the highest level of customer service and support,” said Shelly Moore, VP of sales at Confluence. “In addition to his product expertise, he has established relationships in the region.”

Joe has been a sales rep for several competing paddlesports brands. His understanding of the needs of specialty dealers fits well with the Confluence goal of offering the best dealer support services in the industry. His most recent position was a manufacturer sales representative for Dunkin-Lewis, a leading sales rep agency in the South, where he represented several kayak and accessories brands.

The Confluence sales team is internal and works exclusively with Confluence brands. This allows for full dedication to customer service, encourages the development of long-term relationships with dealer partners, and helps to ensure continued success for its retailers.

If you are a retailer in the Northeast region and would like to contact Joe, please email (joe.warren@kayaker.com) or call Confluence customer service (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.