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Confluence Fills Key Positions in Q2 2009

EASLEY, S.C. (July 17, 2009) – Confluence Watersports is building for a strong future. The company has invested in several key positions to improve production and overall quality of experience for its employees and customers. Larry Knust has been hired as chief operating officer. Shane Cobb is the new vice president, human resources; and Barbara Tobin has been named the customer service director. All three were hired in late second quarter 2009.

“We have an opportunity to invest internally, for the benefit of our staff and external partners – and we’re making the most of it,” said Sue Rechner, CEO of Confluence Watersports. “We’re fiscally stable and want to ensure that we’re building our processes and our culture for a long and fruitful future. We’ve chosen three experts in their fields to help us do this, and we welcome them to the team.”

Larry Knust, the new COO, is an expert in production efficiency. He will be setting long-term manufacturing strategies including introducing more robust processes and implementing lean and six-sigma. Prior to joining Confluence, he held senior operations and management roles at Tarkett Wood, Kimball International, and Douglas & Lomason.

Shane Cobb, the new vice president of human resources, is developing and implementing initiatives that promote employee satisfaction and ultimately result in consumer satisfaction. Cobb will work on training and career-tracking tools, workplace improvements, and compensation systems that support employee retention and recognition. Most recently, he was with the book wholesaler, Baker & Taylor. Prior to that, he held senior positions at Dixon Ticonderoga Company, Wyndham Hotels and Zale Corporation.

New customer service director, Barbara Tobin, is tasked with building the best customer service team in the industry. Working closely with every department, Tobin will ensure a positive experience for retailers and consumers in every Confluence interaction. Most recently at Zwilling J.A. Henckels, where she brought the customer satisfaction rate up to 100-percent, Tobin also led the customer service departments for Xerox and Gannett.

If you have any questions for our staff, or Sue Rechner, please visit: www.confluencewatersports.com or call the customer service line: 800.445.3763.

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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>.