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## **MONTBELL Co., LTD. EXPANDING JAPANESE DISTRIBUTION FOR CONFLUENCE WATERSPORTS**

**Easley, S.C. (November 20, 2008)** – Confluence Watersports has recently appointed Montbell Co., Ltd. as the exclusive distributor in Japan for Wilderness Systems and Wave Sport kayaks, and Adventure Technology Paddles. Montbell Co. Ltd. is already the exclusive distributor in Japan of four other Confluence brands: Dagger and Perception kayaks, Mad River Canoe and Harmony paddling accessories.

Confluence and Montbell Co. Ltd. have partnered since 1982, when Montbell CEO, Isamu Tatsuna, brought a Perception Dancer to Japan, essentially beginning the paddlesports industry in the country.

“Montbell has done a tremendous job managing and building our brands in Japan,” said Sue Rechner, CEO of Confluence Watersports. “Our Japanese dealers will continue to benefit from Mont Bell’s proven record of exemplary service and single sourcing for six of our brands. We’re proud of this association; and we look forward to the expanded partnership.”

Fumiaki Masaki, president of Montbell Co. Ltd., sees the association as an opportunity to grow the paddlesports market in Japan, which has remained flat over the past few years. “We are excited for this consolidation, and strengthened partnership with Confluence Watersports,” said Masaki. “With support from Confluence Watersports, we desire to revitalize the market again, broaden our market channels, and to share the excitement and enjoyment of paddlesports with more people.”

Montbell Co. Ltd. has manufactured outdoor apparel and gear since 1975, adhering to the Japanese concept of “kinobi:” function is beauty. This philosophy complements that of the Confluence brands, making the two companies a natural fit.

### **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>.