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Confluence Promotes District Manager For Growing Southeast Region

Easley, S.C. (November 25, 2008) – Effective January 2009, Chris Summa will fulfill the newly created role of the southeast district sales manager for Confluence Watersports. Summa, who will retain sales duties in Florida, will be responsible for full management of the southeast territory, which includes Alabama, Georgia, Mississippi and Florida.

“It is with great pleasure that I announce the promotion of Chris Summa to district sales manager,” said Confluence Watersports vice president of sales, Shelly Moore. “The success he has shown in his year and a half tenure as a sales rep, has prompted us to establish this position. In this enhanced role, his business acumen and attentiveness to customer service will greatly benefit both Confluence and our retail partners.”

Summa has been with Confluence since March 2007, as a sales representative for the state of Florida. In that time, he was responsible for positive turnaround results in the territory, with future sales trending well above 2007 numbers.

Chris is well versed in front line retail sales and management, with several years of retail operations experience. His passion stems from his own love of kayaking and he is an articulate spokesman for the paddlesports industry as a whole. Summa resides in Jacksonville, Florida.

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>.