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JACKSON KAYAK LAUNCHES REC BOATS

ROCK ISLAND, TN – Jackson Kayak, manufacturer of the top-selling brand of whitewater kayaks, expanded its reach to paddlesports enthusiasts as the first shipments of a new line of recreational kayaks left the factory May 25 bound for dealers across the country.

Attention to performance, functional storage and durability are hallmarks of the new Day Tripper line of rec boats by Jackson Rec, a division of Jackson Kayak. Like their whitewater boat counterparts, Jackson Rec boats are designed with a focus on being lightweight, comfortable, versatile and - especially for recreational paddlers - confidence-inspiring. Day Trippers are available in three sizes suitable for ages 4 and up: the Mini Tripper for kids and adult sized Day Tripper 10 and 12.

As attention to design focuses on broad-based consumer appeal, the sales program for Jackson Rec is designed to prove to be a winning formula for dealers. Jackson Kayak founder, president and four-time World Freestyle Kayak Champion, Eric “EJ” Jackson, said he is committed to being the number one choice for rec boats among dealers. Toward that end, Jackson Rec offers no preseason or minimum purchase requirements and a 45 percent margin. “Like our whitewater program, Jackson Rec assumes the sales risk versus the retailer,” said Jackson. “We also protect territories and promise no sales to online clearinghouses or big boxes.”

To make fishing, camping and touring more enjoyable, Jackson Rec boats are engineered for stability and ease of paddling and thoughtfully accessorized. For example, an innovative feature found in the Day Tripper 10 and 12 is a specially designed utility bench called the Day Tray. Created with an eye toward versatility, for anglers, the Day Tray has two areas for fishing rod holder mounts and two additional places for flies and other fishing gear. More casual touring paddlers can use the Day Tray as off-the-floor dry storage perfect for stashing cameras, portable music players, binoculars and other personal accessories.

All Jackson Rec hulls are made of top-grade linear plastic and feature a stiff composite beam that runs the length of the kayak, making it warp resistant to sun and tie-down straps. The use of non-laminate pure mini cell walls provides superior flotation. Outfitting includes the Day Tray, foot braces adjustable from the seat, an oversized cockpit with cargo netting, and a complimentary dry bag.

The Day Tripper series is available in a choice of green, yellow and red hulls; pink may be special ordered. Retail pricing for the boats is as follows: Mini Tripper, \$399, Day Tripper 10, \$649; and Day Tripper 12, \$775. An essentials-only Club edition of the Day Tripper is available to camps, rental shops and public rec departments at \$210 for the Mini, \$305 for the 10, and \$360 for the 12. To become a Jackson Rec dealer, contact brand manager Marty Cronin at Marty@Jacksonkayak.com. For a complete list of Jackson Rec dealers, visit JacksonRec.com.

Jackson Rec is a separate business unit of Jackson Kayak. Founded in 2004, Jackson Kayak is the leading seller of whitewater boats. The best-selling Fun series of all-around river running/playboats earned a 2007 Gear of the Year award from *Outside* magazine. For more information about the company, visit JacksonKayak.com