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FOR IMMEDIATE RELEASE

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AWARD WINNING KOKATAT GEAR:

KOKATAT RECEIVES SEA KAYAKER MAGAZINE'S READERS CHOICE AWARD IN FIVE CATEGORIES

Arcata, CA – This past winter Sea Kayaker Magazine, devoted to kayak touring since 1984, conducted an online survey for their prestigious Readers Choice Awards. Readers were given the opportunity to submit their all time favorite paddling products they as paddlers use and love. The goal of this survey was to create an award that reflects what the consumers are looking for and feel is the best product in each category. This is a Triennial Award that will be active from 2008 through 2011.

The survey ran for several months during which time the editors received a substantial amount of submissions. An overwhelming percentage of end users voted Kokatat products as the best product they have ever used in five separate categories.

Kokatat is honored to receive the Readers Choice Award for the following products:

Dry Suit Category - Kokatat GORE-TEX® Meridian Dry Suit
Paddle Jacket Category - Kokatat GORE-TEX® Paclite® Paddle Jacket
PFD Category - Kokatat MsFIT Tour PFD
Women's PFD Category - Kokatat MsFIT Tour PFD
Specialty PFD Category - Kokatat Guide PFD



Get "Into the Water" with Kokatat Watersports Wear, an independent manufacturer committed to growing the sport since 1971! To check out the complete Spring 2009 line of technical paddling apparel set for January delivery, please stop by booth #36088 at the Outdoor Retailer Summer Market, August 8-11 at the Salt Palace Convention Center in Salt Lake City, Utah. To make an appointment for OUTDOOR RETAILER, please contact Lisa Beckstead, Kokatat Public Relations representative, at (775) 225-8039 or e-mail at lisa_beckstead@kokatat.com

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