



July 1, 2008

FOR IMMEDIATE RELEASE

Contact: Lisa Beckstead
(775) 225-8039
lisa_beckstead@kokatat.com

KOKATAT LAUNCHES EXCITING NEW COLOR PALETTES FOR 2009: INNERCORE INSULATION, DESTINATION WEAR, TROPOS, GORE-TEX® PACLITE® SHELL AND LIFE VESTS

Arcata, CA – Kokatat’s InnerCore Insulation and Destination Paddle Wear product lines have undergone sweeping color changes for 2009 as well as pattern improvements to provide a better fit.

2009 introduces all new colors including some fun new print accents for the Destination Microsuede styles (Men’s & Women’s Paddling Trunks, Surf Trunks, and Women’s Paddling Capri) with a pallet of dark brown, shale, straw, mist and burgundy. New styles are offered in both men’s and women’s Paddling Trunks and pattern improvements have been made across the line for a better fit. In the Destination Supplex styles, the Vent Cap and Men’s Paddling Shirt are now offered in a new shade of blue, and the Women’s Paddling Shirt is now available in size XL.

The InnerCore Insulation Program also introduces all new colors for 2009 that merchandise with the new Destination Microsuede styles. The men’s tops are offered in dark brown, shale and straw with the women’s styles available in mist, straw and burgundy.

In 2009, Kokatat will add a new aqua blue for women’s garments in the TROPOS line (Helix Dry Top, Super Breeze Paddle Top, SuperNova Paddling Suit, and Re-Action Jacket). A new berry color will be added to the GORE-TEX® Paclite® Shell women’s line (Paddling Jacket, Anorak Touring Shell, and Knappster Short Sleeve Paddling Top). This same shade will also be added to three PFD models (MsFIT, MsFIT Tour, and Orbit Tour).

Get “Into the Water” with Kokatat Watersports Wear, an independent manufacturer committed to growing the sport since 1971! Please contact Lisa Beckstead, Kokatat Public Relations representative, at (775) 225-8039 or e-mail at lisa_beckstead@kokatat.com

All press releases can be found on our website at www.kokatat.com/press_releases.asp. The 2009 Workbook is available for download at www.kokatat.com/workbook_2009.asp Visit us at www.kokatat.com