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What's "Nu" with NuCanoe Quarterly Media Update

Update: # 03

January - March 2009

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Greetings from NuCanoe!

We made it! The turmoil and chaos of 2008 are behind us....but numerous challenges still lie ahead in 2009. Growing a business in a recession is certainly difficult, but NuCanoe is expecting another great year.

The NuCanoe is uniquely positioned for success in a difficult economy as it provides high utility to owners and enables them to use it for many purposes. We highlight some of these purposes in this newsletter, and discuss other new developments that will contribute to our success in the coming year.

Story Ideas: Winter 2009

Outdoor Activities: A Port in Retail Storm

Distressing economic times have consumers eating out less and canceling vacations. But they're not giving up on recreation. An industry study shows an increase in outdoor industry sales in the past year, evidence that people are returning to the basics: cycling, camping, hiking, fishing, paddling - the low-cost "comfort food" activities that provide a close-to-home escape from job and financial stresses.

"The appeal of the outdoors is an attractive option right now," said Michael May, spokesman for the Sporting Goods Manufacturers Association. "You can recharge your mental batteries."

Simple, no-frills boats like the NuCanoe, the canoe-kayak hybrid good for everyone from fishermen to families, is an example of a product that continues to sell despite a worrisome economy.

Traditional retail sales nationwide are down since the recession began in December 2007, but outdoor industry sales are up a solid 9.6 percent overall, according to a report by The Outdoor Industry Association.

"While other businesses aren't doing so hot, we're finding that our sales didn't drop," said Michelle Wall, manager of Feather and Fly in Chattanooga, Tenn., a NuCanoe dealer. "What customers have said is `I can't go on that holiday or vacation. But I can't not fish.'"

On the Water in the Winter: Waterfowl Hunting

In winter, count this as another way to tune out the working world and hide for a while. Hunters have found that the NuCanoe Waterfowler, with a custom duck blind, provides cover and shelter. Plus, you're "able to get in it and lay out in it," says Frank Bandy, of Tar River Paddlesports, NuCanoe's Premier Dealer in Rocky Mount, N.C.

Unusual Paddlesports Activities: Boar Hunting

It's not for the faint of heart -- or an unstable boat. Lowlands hazards can feature rattlesnakes and razor-sharp palmetto, which add to the adventure. "Some (hunters) will shoot the hog from the boat or bring the boat to an otherwise inaccessible area," said NuCanoe dealer Chris Doege of Gulf Shores Kayaks in Gulf Shores, Alabama. NuCanoe's broad midsection allows hunters to move around easily, as well as pack in gear, the dog and, if all goes to plan, a 300-pound hog carcass.

Upcoming Events

Shows

NuCanoe Dealers will be at the following shows in the first quarter of 2009. For more information and show contacts, check out www.nucanoe.com/shows

- **Portland Boat Show** in Portland, OR
January 3-11, 2009
- **Texas Fishing, Hunting, and Outdoor Show** in
Arlington, TX, January 8-11, 2009
- **Bass and Saltwater Fishing Expo** in Raleigh, NC
January 9-11, 2009
- **Washington Sportsmen Show** in Puyallup, WA
January 21-25, 2009
- **Gulf Coast Boat, Sport, and RV Show** in Lake
Charles, LA, January 23-25, 2009
- **Pacific Northwest Sportsmen's Show** in Portland,
OR February 4-8, 2009
- **Eastern Fishing & Outdoor Exposition** in Worcester,
MA, February 4-8, 2009
- **Indianapolis Sport Travel and Boat Show** in
Indianapolis, IN, February 20 - March 1, 2009

- **World Fishing & Outdoor Exposition** in Suffern, NY
March 5-8, 2009

Dealer Spotlight

Bright Star Classics in Sulphur Springs, TX



Johnny Ross, NuCanoe's newest Premier Dealer in Texas, said word is spreading about the boat despite the tough economy. "People have been real receptive," he said in mid-December. "I've sold two this last week, in 30-degree weather, which is pretty good."

Two changes have made a difference: Bright Star now accepts credit cards, and Ross recently moved to a new location visible from Interstate 30. Ross has a 50 X 100-foot showroom with NuCanoes displayed before a mural backdrop of lakes and rivers. "It's like the boats are sitting in the water. We have ducks on the murals," he said.



Ross is finding boat buyers eager for customizing: carpets inside to muffle paddle noise, swivel pedestal seats, protection covers for boathouse storage. His best seller is NuCanoe's Ultimate Adventurer.

Ross said people mostly hear about NuCanoe through his website (www.brightstarclassics.com) or NuCanoe's (www.nucanoe.com). He is also advertising through the local shoppers and exhibiting at the Texas Fishing, Hunting, and Outdoor Show in January. His plan for the near future: "Right now I've got protected territory. I'll hit it hard, get the word out there and maybe I'll be blessed. NuCanoe is going to do real well."

NuCanoe Customer Spotlight

From NuCanoe Dealer Garrett Ostler in Syracuse, UT

"I had the great opportunity to spend the morning and early afternoon on the lake with my best friend Matt and his daughter Aubrey Rowley. Aubrey showed us all how to catch fish! We caught and released many fish but ended up taking a few for dinner. This was the Rowleys' first time in a NuCanoe, Matt was quick to say that he loved how stable they were. His next question was how much and when can I get one? I felt obligated to inform him that I was the local dealer and I knew how to help him out. He's going to check with Santa to see if one will fit on the sleigh.



At the end of the day we kept 7 that ate the worm too deep. We couldn't ask for a much better day on the water in our NuCanoe, at Jensen Nature Park in Syracuse, Utah."

NuCanoe Developments

2009 Model NuCanoe

We are proud to unveil the 2009 model of the NuCanoe featuring AquaTuf polyethylene. It is 5 lbs lighter than prior models and is stiffer, tougher, and more durable.

New Custom Accessories

We've also introduced three new custom accessories that enable customers to do more with their NuCanoe.

- [Bow Water Shield](#)
- [Modular Multi-Mount](#)
- [Swivel Seat Mount](#)

Partnerships

NuCanoe, Inc. begins a Vendor Partner program in 2009 for suppliers who have developed products specifically for use with the NuCanoe. We launch this program with three charter vendor partners:

- [BassYaks](#)
- [Unique Yaks](#)
- [Yak Gear](#)

Sales & Marketing

Our emphasis in 2009 is to provide superior support to NuCanoe dealers. We'll get off to a good start in Q1 as many dealers are participating in shows and events.

We also enter 2009 with four new sales reps:

- Bob Nichols - Florida
- Pete & John Tangney - Northeast
- Joe Lammers - MI, OH, IN
- Steve Sharples - Canada

Media Resources

NuCanoe.com Media Portal

Our media portal and resource center is at www.nucanoe.com/media. It is an up-to-date collection of:

- Product Images
- Action Photos
- Press Releases
- Media Coverage
- Sources & Quoteables
- Company History & Profiles

NuCanoe Media Contact

For quotes, files, information, or other media requests, contact us at:

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I am happy to support you in any way I can. Don't hesitate to contact me if you need story material, quotes, images, or anything else.

Regards,

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