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What's "Nu" with NuCanoe Quarterly Media Update

Update: # 04

April - June 2009

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Greetings from NuCanoe!

NuCanoe, Inc. did not receive a bailout. We were not earmarked in the economic stimulus plan. And we've received no special privileges to see us through this challenging time.

No complaints from us! Because our business is growing in the midst of it all as anglers, families, active adults, hunters, and more are learning about the great benefits of the NuCanoe. And in challenging times, the versatility, durability, and utility of the NuCanoe is even more appealing.

We believe your readers will benefit from learning about the NuCanoe. That is why we endeavor to keep you informed, provide story ideas, and show just how satisfied NuCanoe owners are!

Story Ideas: Spring 2009

Kayak Fishing / Bass Fishing

Kayak fishing's surge in popularity over the past few years came with good reason. Unlike bulkier boats, a kayak allows anglers to sneak up on fish. A kayak is versatile, good for shallow water as well as deep, and is more portable than most boats.

Plus, there's the unique experience of landing a fish after a "sleigh ride," kayak anglers' term for what happens when you hook a fighting fish strong enough to pull you, boat and floating anchor. "It makes it a sport," says Don Haven of the Leisure Sportsman Outdoors Center in Tavares, Fla., who plans on taking his NuCanoe out on an ocean sailfishing venture this



spring. "It's the most adrenaline rush you can have."

Add "cheap thrill" to the list of kayak-fishing attributes. In these tough economic times, canoe/kayak hybrids like NuCanoe provide an inexpensive, all-purpose fishing platform for individual anglers or families.



It's good for bass fishing in lakes, because NuCanoe lets you go places a motorboat can't -- shallow waters and stump-infested ponds. Bass like to hide underneath logs and among thick grasses, ideal fishing spots reachable by the NuCanoe, which is stable enough to stand up in, cast and land your catch. Raised swivel seats help with spotting fish, casting, and getting in and out of the boat. Plus, it's easy to attach an electric motor if you don't want to paddle.



Tight Times Lead to More Rentals

People aren't giving up their outdoor recreational fun just because money's tight. But they are making some changes. One of them is staying closer to home. Rather than drive to take a gas-guzzling motorboat out for deep-sea fishing, some choose to rent a self-propelled boat for a fishing or paddling trip nearby.

"Less people are going to have cash to spend and still want to take a vacation and rent," says Barbara Hoffman, who owns Etowah Outdoor Adventures near Atlanta with her husband, Jeff. The Hoffmans, who just opened their shop this spring, are making at least four NuCanoes available for rent.

Don Haven is finding the rental business is lively in Tavares, Fla., where early one week customers had already reserved six NuCanoes for a mid-April Saturday. "We make it a family event," he said. "That's what people still want."



Not only is renting much less expensive than buying a boat, it lets customers test boats -- and nerves. "Yesterday we saw gators bigger than the NuCanoes," Haven said of one trip.

Senior Worthy

Count older folks with achy joints among those finding NuCanoe just what the doctor ordered. With its low sides and raised seats, the boat is easier to get in and out of than the typical canoe or kayak. Plus, NuCanoe's trademark stability puts an elderly paddler's mind at ease.



Upcoming Events

Shows

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

- **Puget Sound Sea Kayak Symposium** in Tacoma, WA, May 16-17, 2009
- **Capital Sports & Western Wear Demo Day** in Helena, MT, May 30, 2009

Dealer Spotlight

Up The River Outfitters in Sugar Hill, GA



[Up The River Outfitters](#) in Buford, GA is a bustling operation, shuttling paddlers and tubers to and from the Chattahoochee River, providing demos, and educating people looking to buy a boat. And for the past year, NuCanoe has been at the center of it.

"We've had great success with NuCanoe," said Lance Lehew, owner of Up The River Outfitters. "Our customers really like the product and are telling people about it. That is driving inquiries and sales even in this slow economy."

Customer service is a big part of their business. "We focus on providing great customer service and ensuring that people are enjoying their NuCanoe."



Up The River Outfitters (UTRO) uses

many innovative marketing methods to grow their business and doesn't hesitate to try new things. Up The River Outfitters:

- Provides a \$50 referral discount for their customers to give to a friend, and in turn, if that friend buys a NuCanoe, they give the original customer a \$50 accessory coupon.
- Sends a care package with a thank-you letter, a NuCanoe hat, and branded items to all NuCanoe buyers two weeks after purchase.
- Offers demos and rentals to enable people to use the NuCanoe prior to purchase. All rentals fees are deducted from the purchase price.
- Monitors popular forums and message boards to see what people are saying about the business and NuCanoe.

NuCanoe Customer Spotlight

[Great Video of NuCanoe Dealer Johnny Ross and CatFishRadio.com's Luke Clayton fishing for bass in East Texas:](#)



NuCanoe Developments

Q1 Business Results

NuCanoe, Inc. posted solid results in the first quarter of 2009. Our dealer base expanded, particularly in the Southeast, Texas, and Florida, and we introduced three new custom accessories.

- Sales increased 16% compared to Q1 2008.
- NuCanoe unit sales increased 19%.
- Added 16 new dealers and 2 new Premier Dealers.

Increased Weight Capacity

The weight capacity on 2009 model NuCanoes has been increased. The combination of new material and modified molding techniques resulted in the NuCanoe better adhering to its intended shape. The new weight capacities are:

- 10' NuCanoe - 450lbs
- 12' NuCanoe - 525lbs

Improved Accessories

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

- Expedition Seat
- Rowing Outriggers

NuCanoe on FaceBook

NuCanoe is now on [FaceBook!](#) Search "NuCanoe" and become a fan.



NuCanoe Blog

The NuCanoe blog is full of customers' photos and stories. See how people are using and enjoying their NuCanoe at blog.nucanoe.com



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,

Blake Young
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