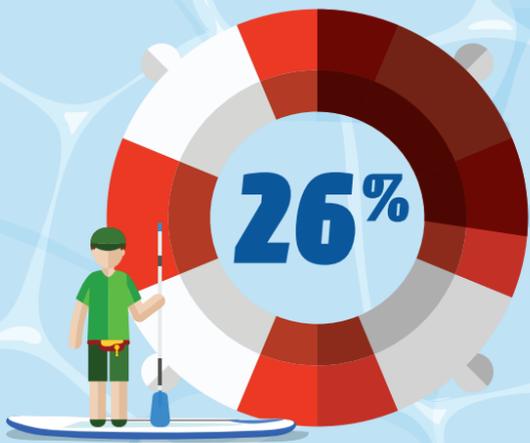




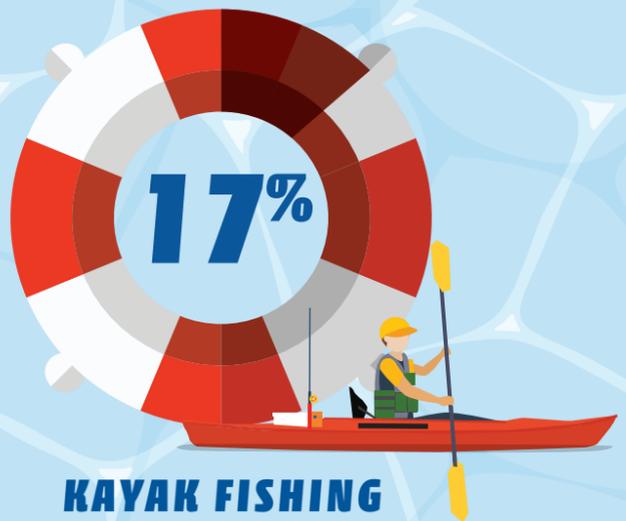
PADDLESPO RTS PARTICIPATION & FATALITY STATS

PADDLESPO RT GROWTH

Over the past three years, stand up paddling maintained the highest outdoor activity growth rate, increasing participation an average of 26%. Kayak fishing (17%), white water kayaking (10%) and coastal kayaking (8%) also saw some of the biggest participation increases over this three-year period.



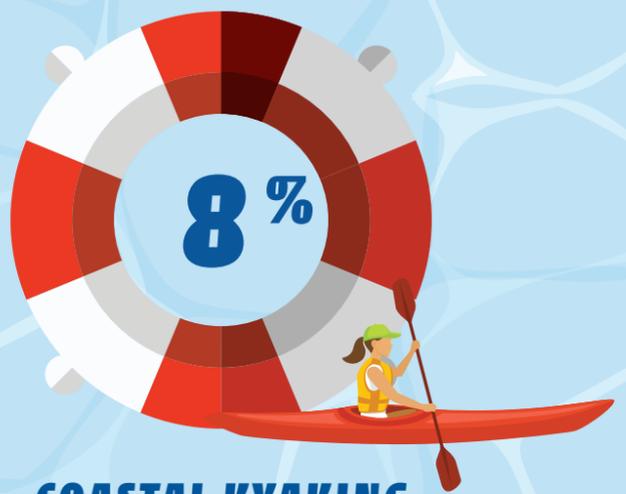
STAND UP PADDLING



KAYAK FISHING



WHITE WATER KYAKING



COASTAL KYAKING

DON'T BE A STATISTIC

Due to these increased participation rates, the U.S. Coast Guard has seen increased rates of paddling-related accidents and fatalities. According to the U.S. Coast Guard, the primary factors which lead to paddling casualties and deaths are:

- **OPERATOR NOT WEARING A LIFEJACKET** • **ALCOHOL & DRUG USE**
- **OPERATOR INEXPERIENCE** • **OPERATOR INATTENTION**
- **HAZARDOUS WATERS AND WEATHER CONDITIONS**

