



## NEWS RELEASE

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### **Confluence Watersports Announces Expansion in Greenville County** *\$13 Million Investment Expected to Create at Least 72 New Jobs*

GREENVILLE COUNTY, SC – August 24, 2011 – The South Carolina Department of Commerce and the Greenville Area Development Corporation today announced that Confluence Watersports, a leading manufacturer and marketer of kayaks, canoes and paddle sports accessories, will move to a new facility in Greenville County and expand its operations. The more than \$13 million investment is expected to generate 72 new jobs over the next five years.

“It was important for us to consolidate our teams and all operations into one building while at the same time providing for expansion. The new Greenville facility allows us to retain our workforce and gain efficiencies across the organization that will translate back into investments for our aggressive growth plan,” said Sue Rechner, president and CEO of Confluence Watersports. “This site will also help us achieve an important goal of providing a better quality of work life for our team. We’re excited to grow our business in the Upstate and appreciate all the support we’ve received from state and local officials.”

Confluence Watersports will consolidate two operations, a manufacturing facility and a distribution facility, into one building. The company’s new facility will be located in 300,000 square feet of a building previously occupied by Hitachi at 575 Mauldin Road. The move is expected to be completed by the end of year.

“It’s exciting to see one of our existing businesses expand, and we celebrate the new jobs Confluence Watersports will create. Announcements like this show that South Carolina is on the right track in encouraging investment and job creation,” said Gov. Nikki Haley.

Since January, the S.C. Department of Commerce has been involved in recruiting more than 2,000 manufacturing jobs.

“South Carolina is home to a range of manufacturing companies, both large and small. Confluence Watersports’ decision to grow its footprint in our state is another sign manufacturing continues to thrive in our state,” said Bobby Hitt, Secretary of Commerce.

“Confluence Watersports’ decision to invest in Greenville County is the result of a true team effort,” added Chris Riley, chairman of the Greenville Area Development Corporation, noting that support from the City of Greenville, Greater Greenville Chamber of Commerce and Upstate SC Alliance were also instrumental in landing the relocation. “Confluence is a long-standing quality corporate citizen of the Upstate, and their relocation into expanded quarters in the former Hitachi facility will create quality jobs for our citizens while affirming that manufacturing will continue to thrive in our state.”

The company plans to begin hiring for the new positions in September. Anyone interested in job opportunities with the company can send a resume to Human Resources, Confluence Watersports, 111 Kayaker Way, Easley, S.C. 29642 or [newjobs@kayaker.com](mailto:newjobs@kayaker.com), or contact the McAlister Square One-Stop located at 225 S. Pleasantburg at 864-467-8080 or visit [www.sconestop.org](http://www.sconestop.org).

Confluence Watersports is the result of blending multiple unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, Bomber Gear and Harmony® accessories. With a full representation of canoes, and kayaks ranging from touring and recreational to high-performance whitewater boats, the Confluence brands are well suited to outfit all paddling enthusiasts. For more information about the company, visit [www.confluencewatersports.com](http://www.confluencewatersports.com).

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*The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 12,000 new jobs and more than \$2.3 billion in capital investment in Greenville County. To learn more, visit [www.goGADC.com](http://www.goGADC.com) or call (864) 235-2008.*