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### **Epic Kayaks Takes the Lead Down Under**

Sydney Australia October 23, 2007 (Newswire--) Epic Kayaks Inc. USA, is pleased to officially announce the establishment of a distribution arm in Australia. Epic Kayaks (Australia) Pty Ltd will manage sales, service and support of the full range of Epic products including the highly acclaimed Epic V10 racing skis; touring and recreational kayaks; ICF racing boats including K-1s, K-2s and K-4s; as well as the full range of Epic paddles and accessories.

Oscar Chalupsky, world-wide Sales VP of Epic Kayaks Inc., has been appointed to the Board of Epic Kayaks (Australia) Pty Ltd. This represents a strategic milestone in terms of Epic's global expansion plans as they are the first off-shore surfski and kayak manufacturer to establish a direct presence in Australia. Oscar is joined on the board by Sydney-based Tony King who will direct the Australian operations.

The goal of Epic Kayaks (Australia) is to continue to build strong brand equity as well as enhancing the company's service and delivery capabilities. The Epic range of skis, kayaks and paddles leads the world in innovation, design and performance, and will be instrumental in forging a solid future for this rapidly evolving sport, both in Australia and around the globe. The benefits to customers will be substantial, and will include a greater commitment to service and support, improved continuity of supply, and extended representation throughout Australia. This exciting initiative represents a tremendous opportunity for the Australian marketplace.

End.

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