



**Media Contact:**  
Verde PR  
Brook Sutton  
[brook@verdepr.com](mailto:brook@verdepr.com)  
970.259.3555

## **AT Paddles and Harmony Drive Sales With Shopatron**

**EASELY, S.C. (May 4, 2009)** – Consumers are now able to shop online for Adventure Technology (AT) paddles and the most popular Harmony accessories. With brand new websites, AT Paddles and Harmony, of the Confluence Watersports brand family, are partnering with Shopatron to drive sales at retail and add convenience for the consumer.

“While the consumer enjoys a seamless online shopping experience, Shopatron drives sales directly to our retail partners,” said Shelly Moore, VP-Sales of Confluence Watersports. “Driving sales to retail, combined with offering a more informative brand experience on the new websites, furthers our mission of supporting business growth for our specialty dealer partners and offering the highest level of customer service in the industry.”

AT Paddles and Harmony provide the online marketplace, but will not sell directly to consumers. With the Shopatron model, retail partners make the sale and receive the revenue. A consumer can opt to pick up their purchase from the local retailer or have it shipped.

In addition to e-commerce, the two new websites offer pertinent resources for visitors such as guidelines for choosing a paddle and sprayskirt fit charts. Comprehensive product catalogs with clear descriptions are very user-friendly, while new aesthetics and improved overall content serve to strengthen the brands’ respective identities. Consequentially, all of these details contribute to optimizing the site as a stronger marketing tool on behalf of dealer partners.

If you are interested in becoming an authorized AT Paddle and/or Harmony dealer and you would like to participate in the Shopatron program, please contact your Confluence sales representative.

Check out the revamped sites here:  
AT Paddle: <http://http://atpaddle.com/>.  
Harmony: <http://harmonygear.com/>.

### **About Confluence Watersports:**

Located in Easley, S.C., Confluence Watersports is the result of blending the unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, 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. People passionate about the outdoors run the company today: advocates who are dedicated to bringing more people to the water.

