

PLANETNAUTIQUE

Your Comprehensive Nautique Community

For Immediate Release
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PLANETNAUTIQUE AND HYPERLITE ANNOUNCE PARTNERSHIP

LOCUST GROVE, VA (March 29, 2013) —PLANETNAUTIQUE announced today that it has entered into a partnership with Hyperlite to promote their excellent line of watersports equipment, and that Hyperlite has become the official wakeboard and watersports equipment supplier of PLANETNAUTIQUE.

Hyperlite and PLANETNAUTIQUE are ideal partners, since Hyperlite has an existing partnership with Nautique, which has made possible this summer's Hyperlite Experience G23 Tour.

"When Nautique launched their G23 last summer, it changed the sport of wakeboarding forever, and I knew that we had to find a way to share this with all of our fans," said Hyperlite's VP of Marketing, Greg Nelson. "So we created the Hyperlite G23 Tour to give riders the opportunity to experience the best in wakeboarding technology, including The System bindings, all of the boards in our 2013 product line, and the incredible wake behind the G23."

This partnership with PLANETNAUTIQUE builds on Hyperlite's existing partnership with Nautique, taking it to a whole new level. We will showcase Hyperlite products on the official boat of PLANETNAUTIQUE, a custom 2013 Super Air Nautique G23. These Hyperlite products will be available for use by anyone at the events that PLANETNAUTIQUE is a part of this summer. The first event will be White Lake Marine's Demo Day, at White Lake, North Carolina on Friday, April 13*. A full list of other PLANETNAUTIQUE events will be available soon.

"I am thrilled to have Hyperlite as the official supplier of watersports equipment to PLANETNAUTIQUE," said Jeff Carroll, owner of PLANETNAUTIQUE. "I have been riding Hyperlite wakeboards and using their products since I started wakeboarding in the mid-1990's, and I couldn't be happier to help more people experience the sports that we love on the best gear available, and behind the best boats available!"

For more information about Hyperlite, please visit <http://www.hyperlite.com>. For more information about PLANETNAUTIQUE, please visit <http://www.planetnautique.com>.

* White Lake Marine's Demo Day is not part of the Hyperlite Experience G23 Tour, however PLANETNAUTIQUE will be onsite with their G23 and a good bit of Hyperlite gear.

