



**Media Release
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JUNIOR SAIL-WEAR LABEL TAKES USA BY STORM

Innovation and ingenuity are behind the outstanding first year success of funky kids' sail-wear label, Snapper Rock, which is about to launch its spring line into the USA.

The New Zealand designed Snapper Rock range of kid-centric water tops and wetsuits was an instant hit when first launched to a select market last year, and has proved so popular that a new and extended range of sail-wear is now to be launched in April 2006.

The brain child of New Zealander, Liz Eglinton, the Snapper Rock range of practical yet funky sail-wear has been designed in consultation with top New Zealand America's Cup skipper, Dean Barker.

Commenting on the new range, Dean said: "When you're out on the water, the only way you are going to sail well is if you are warm and protected from the cold and the sun. If you can get all this, and look good as well, then it's a winner.

"With the growing number of young people involved in sailing, particularly females, it is great to see a range of sail-wear that combines great fabrics and design innovation with a bit of color and pizzazz. It's the sort of thing I would have loved to have been able to wear when I was a junior sailor."

Liz explains the concept behind the sail-wear range: "The majority of junior sail-wear today is simply shrunk down versions of adult ranges. We believe that kids' sail-wear needs to be designed specifically for kids – to be flexible, warm and offer sun and wind protection, as well as look a whole lot funkier than its adult counterparts."

Specific youth-friendly design features such as a wider neck for getting over kids' heads and an internal glide system to make it easier to take on and off, make Snapper Rock the ultimate choice in sail-wear for juniors.

The Snapper Rock range currently consists of a sun protection range of short and long sleeve rash tops, and a heat retention range of titanium wet suit tops. With juniors now sailing almost year round, the need for garments designed to suit different seasons is critical.

Made of 0.5mm thick neoprene, with a titanium coating, Snapper Rock's wetsuit is ideal for colder weather, providing warmth without compromising flexibility or comfort.

For warmer months, Snapper Rock's long and short sleeve rash tops are quick drying, lightweight and breathable. They all offer a UVF 50+ broad spectrum sun protection, and are made of four-way stretch nylon for flexibility.

The new Spring line extends the range of sail-wear, allowing junior sailors to be kitted out from top to toe. Funky visors and caps, two new season colors in the rash top range and New Zealand-made Titanium Skiff pants and shorts will now be available, in addition to the existing garments.

"We are very excited to launch the Titanium neoprene skiff shorts and longs into the USA. These have been extremely popular in New Zealand amongst the junior sailors. With unique design features, such as built in non-skid knee pads, we are confident that these will be a winner," says Liz.

Snapper Rock is currently negotiating sponsorship of top youth sailors to market the brand and will continue their partnership with USODA.

Snapper Rock is available from select dealers throughout the USA or can be purchased direct at www.snapperrock.com.

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For more information, including high resolution pictures, please contact:

Julie Rich
Snapper Rock
Tel: 410 280 2364
or liz@snapperrock.com