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## **FOR IMMEDIATE RELEASE**

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press release & CMYK images available at:  
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### **KAYALU INTRODUCES PORTABLE STERN LIGHT FOR KAYAKS AND BOATS** *Kayalite® overcomes limitations of rigid pole and suction based lighting solutions*

(New England Boat Show, Boston, MA — February 20, 2010)  
Kayalu is now shipping the Kayalite®, a portable stern light for kayaks, boats and canoes, capable of surviving a roll, wave or impact with a foreign object such as a low-lying tree branch. The patent-pending Kayalite represents a significant advancement in reliability from other portable stern light solutions, particularly those requiring installation of a rigid mount, suction cup, or insertion into an existing rod holder.

“Overcoming safety concerns that have traditionally kept paddlers and boaters from even considering evening excursions, we’ve built the only portable stern light engineered for reliability,” said Kayalu President Steve Hollinger. “The Kayalite is loss-proof, unsinkable and virtually indestructible.”

The Kayalite is easily secured to any existing eyelet or pad eye on the deck, minimizing the need for permanent alterations to the surface. A tension cable at the Kayalite’s core ensures that the stern light stays upright, flexing upon impact to prevent snapping or detaching. A resilient foam base adapts to contours and imperfections on the surface and prevents scratches and dents.

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To manufacture the Kayalite, Kayalu has formalized an OEM agreement with Tektite Industries Inc. (Trenton, NJ). The Kayalite includes Tektite's industrial Mark III bright white LED marker light with a 10,000-hour lamp life, operable for 200 hours on the three included AA batteries. The Kayalite is constructed of high-impact ABS and Lexan, marine-grade hardware and a saltwater resistant nylon-coated bungee cord. While the Kayalite is buoyant, it remains operable at 1,000 feet (300m) below sea level.

Installed properly on the afterdeck, the Kayalite meets U. S. Coast Guard (USCG) and Safety of Life at Sea (SOLAS) regulations for stern lighting of kayaks, canoes and small boats. Other lights for navigation may be required depending on size and type of the watercraft.

Kayalu, the outdoor products division of S. H. Pierce & Co., has filed for international patent protection on a range of high-performance paddling and boating accessories including camera and mobile device mounts for use on irregular or unstable surfaces. All Kayalu products carry a 30-day guarantee and 90-day repair or replacement warranty. The Kayalite is available online at <http://www.kayalu.com> and through authorized resellers at a suggested retail price of \$39.95.

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