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## FOR IMMEDIATE RELEASE

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digital presskit and high-resolution image available at:  
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### **KAYALU INTRODUCES THE RADPOLE<sup>®</sup> MULTI-PURPOSE GEAR MOUNT**

*Marine-grade aluminum mount hosts camera, video, navigation light, fishing rod*

(Boston, MA — March 15, 2011) Kayalu is now shipping the Radpole, a rigid pole and gear mount capable of hosting camera and video equipment, night navigation light, device cradles, GPS, fishfinder and state-of-the-art fishing rod holders. Approaching 3-feet in height, the Radpole provides paddlers, anglers and boaters with a mount of unparalleled strength and positioning flexibility.

“We’ve been refining our product line to meet the performance expectations of an increasingly sophisticated consumer,” stated Kayalu President Steve Hollinger. “For paddlers and anglers having already made a significant investment in their watercraft and gear, the Rapole is the first ‘expedition’ grade mount, engineered for endurance and versatility.”

The Radpole’s base and 31-inch (79 cm) arm are constructed of lightweight, powder-coated aluminum components manufactured by RAM Mounting Systems, the leading supplier of industrial grade mounts. Brass and stainless steel fittings and EPDM rubber bushings are integrated during assembly to produce the finished product. The Radpole’s two ball-and-socket couplers allow the arm to swivel and pivot both at its base and at its interface with the hosted device.

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Kayalu is shipping the Radpole as individual components and in complete packages. The Radpole "Expedition Kit" includes the 31" Radpole mount; a bright white LED Tektite Mark III navigation light; a powder-coated aluminum camera mount; and a high-strength composite video camera mount. The Radpole's navigation light is operable for 200 hours on the three AA batteries (included). The light is constructed of custom polymers and Lexan and is submersible to 1,000 feet (300 m).

Installed on the afterdeck of a kayak, sit-on-top, stand-up paddle board or canoe, the Radpole light meets and exceeds U. S. Coast Guard, Safety of Life at Sea (SOLAS) and inland waterways visibility regulations for navigation lighting of "vessels under oar."

Optional accessories compatible with the Radpole's base include RAM Mounts Light-Speed® fishing rod holders and "rocket launcher" rod tubes. Accessories compatible with the Radpole's upper coupler include RAM Mounts GPS and fishfinder cradles, waterproof Aqua Boxes® and Kayalu wind speed and wind direction indicators scheduled for shipment in Q2 2011.

The Radpole can be folded and locked alongside a kayak for portage, storage, rapid retraction and deployment, and to position the pole to facilitate the paddler's entry into a kayak cockpit. The Radpole's arm can be easily removed from the base for storage or transport to a second base or another 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. All Kayalu products carry a 30-day guarantee and one year repair or replacement warranty. The Radpole Expedition Kit is available online and through authorized resellers at an MSRP of \$159.95. Individual Radpole components and accessories are available for custom applications.

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