



Clear Blue Hawaii wins Sports Product of the Year

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Honolulu, Hawaii based company Clear Blue Hawaii wins the Sporting Goods Manufacturers Association Sports Product of the Year Award, the ISPO New Products Award in Munich, Germany and is the ranked by Readers Digest as maker of the Best Kayak in America all within the same month.

PR9.NET September 07, 2004 - Clear Blue Hawaii has made a name for itself by launching the first two person clear (transparent kayak) back in January 2002.

"It is amazing to see how far we've come in such a short period of time," says Andres Segrera President/CEO who started the company with two business partners Brian Woolford and Jim Beaumont. "Much of our success has been attributed to the uniqueness of our products. Kayakers love having the ability to see what's above and below the water. When a kayaker can see schools of fish, turtles, or even pods of dolphins playing below it adds a new meaning to the kayaking experience. This elevated experience is what sells boats and what has people coming back for more."

Time Magazine recently recognized Clear Blue Hawaii as manufacturer of one of the Coolest Inventions of 2003 and by Fortune Magazine as makers of one of The Best 25 Products of The Year.

"Sales are up by 125% this year and we have achieved over a quarter of a billion consumer impressions. The brand is beginning to take shape and there are several new innovations that will launch in the summer of 04 that will help strengthen, sustain and improve this growth."

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About Clear Blue Hawaii

Clear Blue Hawaii produce and sell the most innovative and inspiring watersports and travel gear you can imagine. Designed with passion to thrill you. The first two person transparent kayak, and winner of Sports Product of the year. The difference is clear.

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