

For Immediate Release

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HOBIE CAT SIGNS HANK PARKER
Celebrity Sportsman to Help Launch Hobie Fishing Boat Series.

Oceanside, California – March 2003 — Hobie Cat Company, the world-renowned manufacturer of sailboats, kayaks, and fishing boats has announced its sponsorship of Hank Parker, widely regarded as one of America's greatest bass fishermen. Parker is the celebrity spokesman for Hobie Cat's aggressive entry into the fishing boat market that is currently kicking off with the introduction of the **Hobie Mirage Outback Fisherman, Hank Parker Edition**, the only pedal-driven, sit-on-top kayak on the market. It is quick, stable, and quiet providing virtually hands-free fishing via its unique fingertip steering system. The announcement was made by Dan Mangus, director of marketing for Hobie Cat.

Hank Parker was once described by the CBS "Morning Show" as "the rod-'n-reel" answer to Michael Jordan in popularity and talent. He is a professional bass fisherman and a seasoned competitor in the world of bass fishing tournaments who hosts his own weekly TNN "Hank Parker Outdoor Magazine Show." Hobie Cat plans to use Hank's extensive visibility to help promote their fishing boats. He will be integrated into the company's advertising, promotions, and trade show activities. Parker will also be very hands-on with the engineers and product-development staff.

"We're looking forward to having Hank on our team," stated Mangus. "Anybody acquainted with Hank knows that he would not endorse any product unless it could pass his rigorous real-life tests. He is very enthusiastic about the new Hobie Mirage Hank Parker Outback Fisherman and will help give it the credibility it deserves."

Since 1950, Hobie Cat Company has been in the business of shaping a unique lifestyle based around fun, water, and quality products. From their headquarters in Oceanside, California, they manufacture, distribute, and market an impressive collection of watercraft worldwide. These include an ever-expanding line of recreational and racing sailboats, pedal-driven and paddle sit-on-top kayaks, fishing boats, and authorized parts and accessories.

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www.hobiefishing.com

