



FOR IMMEDIATE RELEASE
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NRS honored with Sea Kayaker Magazine's Reader Choice Awards

Moscow, Idaho – Sea Kayaker Magazine, a predominate publication in the world of touring and recreational boating announced the results of their latest Reader's Choice awards for 2008 – 2011. Readers were asked to write in their favorites in categories outlined by the magazine. Sea Kayaker Magazine reported a high number of participants in their survey this year.

NRS was honored with two awards from the readers:
Wetsuits: NRS Farmer John
West: Sea Kayak Outfitter

The NRS Farmer John model has been the Reader's Choice for the past 3 years. David Blue, NRS Marketing Director remarked on the award, "We're pleased that the readers of Sea Kayaker consistently think of NRS for their wetsuits. That means our wetsuits are durable, warm, comfortable and made to last and the Sea Kayaker readers have affirmed that."

Sea Kayaker readers also voted NRS as their favorite place for outfitting their sea kayaks within the western US. NRS carries an extensive line of accessories, everything from bilge pumps and self rescue kits to sprayskirts. David also commented, "Kayakers know they can completely outfit their boat by shopping at NRS or visiting a NRS dealer. Again we're honored by the award for favorite Sea Kayak Outfitter in the West and would like to thank our dealers for being in the forefront of that award."

About NRS:

NRS is a leading manufacturer and distributor of innovative, rugged boating apparel, accessories and inflatable boats. Started in a home garage in 1972, the company has grown to be a major force in the paddlesports industry, satisfying customers in the U.S. and over 40 other countries worldwide.

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