

**FOR IMMEDIATE RELEASE, Sept. 4, 2007**  
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### **Hero Fills Important Niche in Jackson Kayak Lineup**

ROCK ISLAND, TN – Claiming it is the Number One Jackson Kayak boat yet to be released, Jackson Kayak will re-introduce the Hero series of river running boats in time for Christmas.

The new Hero series replaces an earlier iteration that was best suited to extreme and boatercross events. The new Hero series will be a pure river runner. Jackson Kayak founder, president and namesake Eric “EJ” Jackson says his excitement about the new Hero series comes from his four years of waiting to be able to “finally bring a pure, high performance river runner to market.”

Jackson says the Hero fills in the final category in his lineup of whitewater boats. Industry-wide, river runners are the second largest category of whitewater boats.

Jackson describes the Hero series as a stretch Fun hull with a high volume river running deck. Designed to handle the largest diversity of water, like all Jackson Kayak boats, the Hero will be easy to roll, comfortable and, as the category demands, super stable. “The Hero will be a fun, nimble river runner,” Jackson said.

The Hero will be available in three sizes, the Side Kick, Hero and Super Hero. Like it’s stablemates, the best selling Fun series, the competition dominating Star series and steep creeking movie star Rocker series, the Hero will be molded from cross link plastic making it extremely durable and resilient to rocky river conditions.

Retail prices for this 2008 model will be set by Oct. 1.

Founded in 2004, family owned and operated Jackson Kayak is the leading manufacturer of whitewater kayaks. The company began producing recreation kayaks with the debut of the Day Tripper series in Spring 2007. For further information visit [JacksonKayak.com](http://JacksonKayak.com) and [JacksonRec.com](http://JacksonRec.com)