



TWO OF THE NATION'S BEST OUTFITTERS FORM PARTNERSHIP

Wesser, North Carolina – February 25, 2007 – Two of the country's leading outfitters, the [Nantahala Outdoor Center](#) (NOC) and West Virginia's [North American River Runners](#) (NARR) have announced a partnership that will provide a comprehensive network of rafting trips on nine of the East's finest whitewater rivers. The companies will share marketing and sales efforts, guide and operational staff during their different seasonal peaks, and combined, serve over 150,000 guests annually.

NARR Founder and President Frank Lukacs noted "NOC and NARR have been leaders in whitewater adventures for over 30 years, and have always shared a mutual respect. Our reputation for quality has been developed over those three decades, and both organizations intend to maintain the highest standards of professionalism, quality, and fun in the outdoor adventures they offer. I feel proud to recommend NOC trips to our guests, and am honored to be recommended by NOC."

"NOC has always wanted to be in West Virginia. This partnership allows both companies to provide new and exciting recreational opportunities to our longtime guests. Because NOC and NARR share a similar culture, we feel confident our guests will feel as at home in West Virginia as they do in Wesser," commented NOC President and CEO Sutton Bacon.

This announcement also coincides with the return of Brian Jennings to NARR. No stranger to the company, Brian was most recently NARR's River Manager until he left to become Brand Manager of Wavesport. One of the nation's top competitive freestyle kayakers, Brian will again serve NARR as its River Manager, managing all aspects of its rafting operations, instructional programs, along with brand marketing and sales efforts.

Like NOC's Nantahala River Resort, NARR's headquarters features lodging and dining and offers guests an anchor destination for an extended adventure vacation. Conversely, NARR's guests now have access to NOC's seven Southeastern Rivers and a new headquarters for their adventures in the Southern Appalachians.

NOC will be encouraging its guests to experience the popular Gauley and New Rivers under the auspices of NARR, while NOC's nationally renowned Paddling School can now offer private instruction and group clinics on these beloved West Virginia classics in collaboration with NARR's Kayak School, the oldest paddling school in the state of West Virginia.

The Nantahala Outdoor Center is the nation's largest whitewater rafting company, rafting seven rivers in the Southeastern United States including the Chattooga, Cheoah, French Broad, Nantahala, Nolichucky, Ocoee, and Pigeon. NOC's home on

the Nantahala River features four restaurants, multiple lodging options, the world-class NOC Paddling School, and the NOC Outfitter's Store named "the best whitewater store in the country" by Men's Journal. In 2007 National Geographic Adventure named NOC "One of the Best Outfitters on Earth" and The New York Times noted NOC's reputation as "the nation's premiere paddling school." For more information, please visit www.noc.com, or call NOC's Media and Communications Manager Charles Conner @ (828) 488-2175 ext. 185.