

**Pressrelease**  
FOR IMMEDIATE PUBLICATION

**POINT 65°N**  
Kayaks SWEDEN

Stockholm, November, 2010

## Point65 Sweden wins Popular Science Magazine's "Best of What's New 2010" Award!



**Point 65's modular Tequila! kayak, created by Swedish designer Magnus de Brito, wins the Popular Science -Best of What's New 2010 award- in the recreational category.**

This award acknowledges the Point 65 Tequila! as a breakthrough product representing a significant leap forward in technology in its class. Each year thousands of new and innovative products are considered for this award. Winners are selected based on the potential to improve our way of life or to change the way we think about the future.

*"We are extremely honored and excited to be recognized by Popular Science". said Richard Ohman, founder of Point 65 Kayaks. "This is a tremendous example of the type of practical, cutting-edge technologies Point 65 is commercializing on a continual basis. It encourages us to continue innovating."*

*"For 23 years, Popular Science has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what's possible in the future." said Mark Jannot, Editor-in-Chief of Popular Science Magazine.*



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**About Popular Science and the Best of What's New award**

Founded in 1872, Popular Science is the world's largest science and technology magazine; with 6.8 million monthly readers. Popular Science reviews thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners—the Best of What's New—are awarded inclusion in the much-anticipated December issue of Popular Science, which has been the most widely read issue of the year.

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**Dealer**

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**About the Tequila!**

With Point 65's innovative Snap-Tap system (patent pending), the single-seater snaps apart and re-assembles in seconds for a kayak that is safe, stable and strong, making it by far the most easy to carry kayak on the market. You can transport the Tequila! in the trunk of your car and store it under your bed. Tandem - solo, all in one! Snap in the mid-section and your single seater is transformed into a high-performance double seater.

**About Point 65 Kayaks Sweden**

Point 65 Sweden, founded in 1996, is the leading kayak brand in Northern Europe and one of the fastest growing kayak companies in the world. Point 65 offers 15 different models, from the ingenious take-a-part Sit on Top Tequila! and Sit in Martini to affordable recreational and state of the art composite touring kayaks.

Point 65 Kayaks Sweden are distributed through out the US by WYNIT Inc. For more information and dealer inquiries please visit [www.wynit.com](http://www.wynit.com).



reddot design award  
honourable mention 2010



Member



brand new  
awarded by THE NEW YORK TIMES  
FINALIST  
The Tequila! 2010 ISPO  
Brand New Award Finalist