



SeaDek Named Official Supplier to America's Cup Defender Emirates Team New Zealand

Will supply innovative non-skid solutions to support the team's defense of the 36th America's Cup

Rockledge, FL, October 9, 2018 - SeaDek today announced their new partnership with Emirates Team New Zealand as an Official Supplier. In their defense of the 36th America's Cup, the team will rely on SeaDek non-skid materials, which will be custom fabricated to provide dependable performance in both the AC75 and their support vessels.

After working closely with teams in the last two America's Cup series, SeaDek is well poised to provide technical support with traction solutions specially optimized to meet the demands of the Emirates Team New Zealand crew. When pushing the technological boundaries of their equipment in extreme weather conditions, SeaDek will help to keep the sailors safe and sure-footed on the new AC75.

"Collaborating with designers who continually reinvent the future of sailing pushes us to perform at a higher level as a supplier," said Jason Gardner, VP of Marketing and Advertising at SeaDek. "With a partnership such as this, everybody wins, because we can bring the advancements we make working with the team to our customers and the marine industry as a whole."

SeaDek is proud to continue its work within the competitive sailing sphere and looks forward to working closely with Emirates Team New Zealand, using their valuable feedback to refine materials and continuously push the boundaries of innovation.

About SeaDek Marine Products

SeaDek manufactures a wide range of PE/EVA non-skid products for OEM boat builders, aftermarket customers, and dealers. In addition to custom products, SeaDek offers an extensive line of retail items, including DIY sheet material, anti-fatigue helm station pads, coaming bolsters, and more. As a safe and comfortable alternative to molded-in non-skid, paint-on textures and other marine traction products currently available, SeaDek provides exceptional traction and aesthetically pleasing stylistic options. Made from UV protected non-absorbent PE/EVA foam, SeaDek utilizes an acrylic-based 3M™ pressure sensitive adhesive for a lasting bond and simple peel-and-stick application. In 2014, SeaDek became an employee owned company with the implementation of an ESOP profit sharing plan. With a wide array of colors, textures, and thicknesses available, there is a place for SeaDek on every boat. Learn more at <http://www.seadek.com>.

About the America's Cup

The America's Cup is the oldest trophy in the sport and is recognized as the pinnacle of sailing. Leading up to the America's Cup Match, are the America's Cup World Series events in 2019-2020, the Christmas Race and the Challenger Selections Series - the Prada Cup in early 2021 to determine the team which will challenge the Defender, Emirates Team New Zealand in the America's Cup Match Presented by Prada which will take place from March 6-21, 2021 in Auckland.