



FOR IMMEDIATE RELEASE

FORESPAR Hires Global Consumer Products Manager

Rancho Santa Margarita, CA - November 2015 - [Forespar Products](#)® is pleased to announce the hiring of David Levesque as Global Consumer Products Manager to oversee the retail expansion of their Boat Care line of consumer products. A specialist in brand development and retail marketing, Levesque will be specifically tasked with overall management of the entire Boat Care product range including the LanoCote, MareLube, ReFresh and Tea Tree Power brands.

Levesque previously worked with Chafe-Pro® products of North Carolina and was an original brand architect for the Kanberra Group out of Buffalo, NY. His focus will be on increasing overall growth and market share of the entire Boat Care line of products including strategic rebranding, POS and POP upgrades and expanding consumer awareness.

Redevelopment of Consumer "Boat Care" Products Top Priority. According to Levesque, "Forespar has a 50 year history of manufacturing superior marine hardware and I'm honored to be given the keys to their consumable product lineup. We plan to bring the same consumer confidence to this product group that our customers have come to expect through our traditional marine products. We will also focus on bringing these exceptional "care" products to a much broader customer base."

Forespar CEO, Scott Foresman, said, "David's hire fills a need within the organization to refocus our consumable Boat Care lineup of products including branding, packaging and overall marketing. We are very familiar with David's portfolio and feel his skill set is a perfect fit for the future plans of Forespar's consumables".

Forespar® is one of the oldest, most established boat hardware manufacturers in the United States. They are the number one manufacturer of downwind sailing poles and their diverse line of marine products includes, Leisure Furl™ boom furling systems, Marelon® plumbing fittings and numerous other marine related products.

About Forespar:

Since 1966, Forespar has advanced the boating experience from its Southern California-based headquarters by manufacturing state-of-the-art products for the marine industry. The company's diverse line of marine products for sailboats and power boats includes a boat care line of superior lubricants and advanced deodorizing products, Marelon® composite plumbing fittings, carbon fiber structures, Leisure Furl™ in-boom furling, deck and mast fittings, and aluminum spars such as masts, booms, spinnaker and whisker poles. Forespar's manufacturing and worldwide distribution capabilities include CAD/CAM part design, full machine shop, 80' spray paint booth, plastic injection molding and carbon composite processing.

For more information call: (949) 858-8820, or visit www.forespar.com. For more information or to see exactly how our specialized line of Boat Care products can benefit customers, contact David Levesque (davidl@forespar.com) or Bill Hanna (billh@forespar.com) at 949-858-8820, or toll-free at 800-266-8820.

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