



FOR IMMEDIATE RELEASE

Love the Wake You Make!

New Tidal Wake Portable Wake Shaping System delivers Big Performance and Compact Storage

Tidal Wake Debuts New Tidal Wake Shaping System at Surf Expo 2017, Booth #920

Minneapolis, Minnesota (Sept 5, 2017) -- Tired of your Wake? "Wake-Up" with Tidal Wake Portable Wake Shaping System. The combination of Angle-Stacking technology and its Fin-Flip design allows surfers to create four different wake profiles instantly without any tools. The removable fin and storage tote are an ultra-space-saving design. Big performance on the boat, Compact storage in its tote!

Tidal Wake Shaping System is designed from the suction cups up. Easy to hold and install in seconds with an open Easy-Grip handle and custom, commercial grade silicone "Pro" suction cups. Its hydro-dynamic body design channels water intentionally over its body directly onto the fins surface and shape. The reversible and interchangeable fin design takes over from here.

Each Tidal Wake comes with a standard two-sided, 4-in1 Fin. The fin is easily reversed by the tool-free fin lock. Flip the entire wake shaper body for additional angles. All the set-up options work on either side of the boat. Achieve additional results based on mounting location and ballast. Tidal Wake is engineered to optimize the wake of most 20-25 foot inboard boats offering big clean wakes without listing the boat with uneven ballast.

Now it gets really fun! Tidal Wake is available in 4 multi-color combinations. In 2018, Tidal Wake will introduce the Pro-Series aftermarket fins to offer even more wake profiles and experiences.

It's all about the Fin, the Function, and the FUN. Swap out after-market fin styles for different riders based on the surfer's preference, degree of proficiency, or boat hull and set-up.

Patrick McNaughton, an avid wake surfer and the inventor of Tidal Wake Shaping System, says, "Today's surfer wants a highly functional and affordable wake enhancement system. Tidal Wake delivers! I get big-time, measurable, customized results....and it fits in my glove box!"

For more information about Tidal Wake Shaping System, visit booth #920 at the Surf Expo 2017 or go to www.tidalwake.com. ###

For additional information or interviews

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About the Company: Tidal Wake, a division of McNaughton Incorporated, founded by brother/sister team Jamie and Patrick McNaughton in 1985, is a world-renowned manufacturer of ingenious boating, home, child safety and garden products. Their brands include Tidal Wake, Buckle Guard, Body & Sole, Gadjets, Gadjit Outdoors, Master Mounts, Window Vases and iHugg. Visit us at www.tidalwake.com.



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