



FOR IMMEDIATE RELEASE

NEW BOATING PRODUCT

First Ever – Plug N’ Play Underwater LED Boat Drain Plug Light Installs in Minutes – No Drilling Holes in the Boat!

McNaughton Inc introduces New Tidal Wake Plug N’ Play LED Underwater Boat Drain Plug Light at Surf Expo, Orlando, Sept 6-8, Booth 824

Minneapolis, Minnesota (9-6-18) – Now you can give your customers underwater lighting in minutes without drilling holes in their boats. Water-lovers can instantly enjoy the luxury and fun of underwater boat lighting as they cruise, swim, and fish at night! New Tidal Wake **Plug N’ Play** LED Underwater Boat Drain Plug Light easily replaces your boat’s threaded drain plug and lights up the water for nighttime visibility and fun.

Underwater boat lighting is an uber-popular luxury, which is why it’s standard or an add-on when buying a new boat. However, for boats that don’t have factory-installed underwater lighting, it has been an expensive aftermarket option, requiring professional installation.

Plug N’ Play opens up an entirely new market for boat gear dealers and marinas. This exclusive product attracts potential customers who may not usually buy expensive underwater light or for the ones who want their lighting installed in a hurry.

Plug N’ Play LED installs in minutes **without** drilling holes in your boat. Simply replace your boats existing 1/2” threaded drain plug with this ultra-bright LED light, then plug it into any boat accessory outlet. That’s it! No modifications to your boat are required. It’s truly Plug N’ Play!

Warning -- not all LED lights are created equal! Don’t be fooled by inexpensive, low-quality lights that aren’t as bright, under-perform and break. This high-quality, ultra-bright 1800 lumen LED creates an explosion of light in the water behind your boat.

It’s made of stainless steel that’s perfect for both fresh and saltwater applications. **Plug N’ Play** works on all 9 to 30-volt systems, is 27 watts with 9 CREE LEDs, has a built-in driver, and is over-heat protected. Backed by a 50,000-hour life and a 3-year warranty.

When the boat is on its lift or trailer, the transom Waterproof Quick-Connect plug makes it easy to remove the light. Kit includes: A waterproof storage bag, accessory plug with on/off switch, wire, and instructions. Even an additional in-line fuse is provided if you want to hardwire install into your boats electrical system.

Plug N' Play is available in 4 aqua luminescence colors: Blue, White, Red, Green. Comes in an eye-catching 4-color retail packaging and has sharp price points with over 40% margins for dealer. [Patent-pending.] A DIY Tidal Wake Hardwire LED Underwater Boat Drain Plug Light kit is available, too.

Make every night bright with Tidal Wake Underwater Boat LED Lights – only \$89.97. Go to www.tidalwake.com. ###

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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 outdoor products. Their brands include Tidal Wake, Buckle Guard, Body & Sole, Gadjit, Master Mounts, Window Vases and iHugg. Visit us at www.tidalwake.com.

TIDAL WAKE PLUG N' PLAY UNDERWATER BOAT DRAIN PLUG LIGHT



TIDAL WAKE PLUG N' PLAY UNDERWATER BOAT DRAIN PLUG LIGHT IN USE

