

Press Release

MAY 1, 2017 | AUP announces Oceanic and Hollis acquisition by Huish Outdoors.

AUP brands Oceanic and Hollis acquired by Huish Outdoors LLC.

As of May 1, 2017 American Underwater Products brands Oceanic and Hollis, will be part of the Huish Outdoors portfolio. Whilst big news for the industry, it is business as usual for Australian Underwater Products and the Oceanic & Hollis brands in Australia, but with the promise of vast inventory level improvements and investment into quality assurance, things are certainly looking bright for the future.

Bob Hollis has expressed his excitement and positivity regarding the acquisition: "The Hollis family couldn't be more excited to work with Huish Outdoors in the future growth of these brands under their new ownership. We're grateful to become a part of such a progressive company that believes in driving industry participation through product innovation, an approach that I've taken since I first started making dive equipment."

On a similar note, Australian Underwater Products CEO, Adrian Briggs stated: "The Australian Underwater Products team is extremely excited about the new acquisition and what the fresh investment can do for the brands in Australia. Huish Outdoors is an extremely impressive outfit that can no doubt, offer the right support to the Australian dealer network. In many aspects of business, they share the same ethos as the team at Australian Underwater Products, and we can't wait to sink our teeth into some collective marketing activities with them."

Mike, Nick & Zach Hollis will remain a key part of the driving force behind all the new products that Oceanic & Hollis brings to market. "Their roles, whilst different to previous arrangements, will still ensure that every new Oceanic and Hollis product developed, passes through their hands, ensuring that the same innovative and stylish trademark remains" says Briggs.

About Huish Outdoors LLC

Huish Outdoors is passionate about diving and our brands. Truly amazing experiences fuel our spirit and recharge our souls. It is our passion for the unbelievable, the adventure, and the exploration that has brought the world's best diving brands together into ONE company. ATOMIC AQUATICS, BARE, LIQUIVISION, HOLLIS, OCEANIC, SHARKSKIN, STAHLSCAC, ZEAGLE and SUUNTO represent the best there is in diving. With these brands, our retail partners and distributors, we will work together to grow the industry and pursue our passion for diving. For more information on Huish Outdoors, please visit www.huishoutdoors.com



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