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**FOR IMMEDIATE RELEASE**

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**KOWA ANNOUNCES NEW REPRESENTATIVE AGENCY FOR CANADA**

*Kowa Adds Top Notch Rep Group to Support Outdoor Dealer Channel*

Los Angeles, CA—Kowa is pleased to announce that as of February 1<sup>st</sup>, 2007 Cangar Agencies will be representing Kowa's Sporting Optics product line in the Canadian market. The team at Cangar Agencies has a strong track record in representing enthusiast optics brands such as Celestron and Bushnell.

"We are honored to partner with Kowa in the support and expansion of their dealer base in Canada," said Gary Stephey, President of Cangar Agencies. "We are especially excited about introducing the new TSN 880/770 Series Spotting Scopes and Genesis 44 Binocular to the Canadian outdoor enthusiast market."

"The Cangar Agencies is highly respected in the industry and by Outdoor Retailers throughout the Canadian market," says Joshua Lazenby, Channel Manager of Kowa Optimed, Inc. "They are an outstanding addition to our team."



**About Kowa Optimed, Inc:** Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit [www.kowa-usa.com](http://www.kowa-usa.com)

Editor's note: For hi-res digital images, please contact [dan\\_meyers@sbcglobal.net](mailto:dan_meyers@sbcglobal.net)

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