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Design Improves Fishing Experience With New Personal-Sized Boat
M3 Design Enables Entrepreneurial Inventor To Meet Unmet Market Need

AUSTIN, TX (January 5, 2007) —Pitching fewer than five degrees was the goal achieved, as M3 Design product developers rigorously optimized the stability model of the new TriPRO TX511 Personal Watercraft in a variety of real-life conditions. When the project was finished, M3 Design had helped fishing enthusiast and inventor, Tim Schooler, president of Mainstream Outdoors Inc., design a new, personal fishing boat, both affordable for the hobbyist, as well as high-quality for the professional.

Schooler, an avid fisherman and hunter, saw a need for a small, low-cost fishing boat of professional quality that was also easy to transport and store. He realized that millions of fishing enthusiasts live in the suburbs, have little time to fish, limited financial resources, and scant storage space for a large professional fishing vessel. “It’s simply not practical for most people to own a \$30,000 to \$40,000 professional fishing boat,” says Schooler. “There was a need in the marketplace for a more efficient, affordable, pro-style boat for anglers to fish the smaller lakes. Lakes smaller than 500 acres comprise the majority of fishable inland waters.” With his Stillwater, MN-based start-up company, Mainstream Outdoors Inc., Schooler brought his idea to M3 Design to productize the market opportunity.

The challenge for M3 Design: develop a personal watercraft that is affordable, is easy to store and transport, maintains stability with uneven load distribution, and accesses shallow back-water fishing spots that larger, more expensive professional watercraft cannot. The final concept emerged from the collaboration of an M3 Design team of industrial designers and mechanical engineers exploring creative solutions. By integrating product development disciplines, M3 Design applies its own problem-solving philosophy that has led to ten years of



creating dynamic solutions and breakthrough products for its broad range of clients. The TriPRO TX511 design was born out of this process.

“M3 Design took me through every step of the process and helped me make all the right choices. The results are truly innovative,” Schooler continues. “M3 Design considered the needs and concerns of the end user from every angle.”

By designing handles that fold the outrigger pontoons underneath the deck of the boat, the M3 Design team made it possible for TriPRO to fit into the bed of any standard-size truck for easy transport. All-aluminum deck and pontoons keep the boat lightweight and affordable as well as provide excellent corrosion protection, as the boat utilizes no wood or other materials susceptible to corrosion. Material selection, manufacturing processes, and tooling investment were optimized to minimize capital investment to create the TriPRO, resulting in an affordable alternative to larger professional fishing boats. TriPRO enters the marketplace January 2007, and retails for \$4,795. “It is thousands of dollars less than competitive models with similar pro-style fishability,” notes Schooler.

The elevated, stable fishing platform is ideal for casting, pitching, and flipping techniques. It was designed to allow two fishermen to stand at the corners without the boat pitching more than five degrees in any load condition. The patented RTF™ (Repositional Translating Flotation) design provides the TriPRO ultimate stability for better fishing. The deck remains virtually level when anglers sit, stand, or move around the boat. “These dramatic innovations by M3 Design make the TriPRO a cutting-edge product, and give our start-up company an edge in the marketplace,” says Schooler.

M3 Design draws from diverse expertise in industrial design, mechanical engineering, electrical engineering, and manufacturing to create breakthrough product solutions for clients ranging from Fortune 50 companies to entrepreneurial start-ups. M3 Design collaborates with global clients to enhance product experiences in such market sectors as consumer electronics, consumer products, medical equipment, network devices, and industrial machinery. More information can be found at

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