



## FOR IMMEDIATE RELEASE

### CONTACT:

Marla Cortez, Sales and Marketing Monster  
877-778-6937 office  
661-209-0158 cell  
[marla@monstertower.com](mailto:marla@monstertower.com)  
[www.monstertower.com](http://www.monstertower.com)

### **Monster Tower Introduces the New MT<sub>K</sub> Universal-Fit Wakeboard Tower**

The world's first aftermarket wakeboard tower company gave dealers a sneak preview of its new, folding, forward-facing, universal-fit wakeboard tower, Nov. 6, in Orlando, Fla. Monster Tower's new MT<sub>K</sub> model features dual top supports to accommodate multiple racks, speakers and accessories. It also includes a swivel tow mount to reduce line chafe and an integral navigation light so that riders can enjoy every last minute of daylight.

"The MT<sub>K</sub> gives our dealers yet another opportunity to generate revenue with little to no additional overhead," said Tony Williams, Chief Executive Monster. "We have no stocking requirements, generally same day turnaround, and free domestic shipping." Williams said tower sales can lead to dealer installation revenue, tower accessory sales and watersports equipment sales.

"Our primary goal with the MT<sub>K</sub> was to develop a sturdy, functional- yet sexy- tower that could complement and enhance the appearance and value of a customer's boat," said Tony Williams, Chief Executive Monster. "We achieved that at an attractive price point and made installation simple."

Like all 2012 Monster Towers, the MT<sub>K</sub> is constructed of industry-leading 2.5 inch diameter 6063-T6 aluminum tubing. Because of its tensile strength, surface finish quality and high corrosion resistance, applications for 6063-T6 tubing range from aerospace to architecture.

Boat owners have a choice of either a polished and anodized finish for an additional level of corrosion protection or a black powder-coated finish to match their vessels. They also have multiple mounting options depending on their boat's design. The MT<sub>K</sub> fits virtually any trailerable boat with a beam of 60 – 102 inches.

Depending on the location of the windshield and the boat's design, the MT<sub>K</sub> can quickly and easily fold either forward or aft to accommodate garage or boat house storage.

"The MTK will be available at retail in mid-January," said Operations Monster Steve Beck. "So we took this opportunity to get our dealers primed to take every advantage in 2012."

Monster Tower is celebrating its 10<sup>th</sup> anniversary in 2012. In recognition of the occasion, the company has actually lowered retail prices on its wakeboard tower offering. "Through efficiencies, we've figured out a way to reduce prices without reducing quality," said Beck. "We back each tower with the Monster Tower guarantee that says we'll take it back if the customer doesn't absolutely love it. That is a powerful tool for our dealers."

For more information, contact Monster Tower at 877-778-6937.

### **About Monster Tower**

Since 2002, Monster Tower, Inc. has provided universal wakeboard towers that fit virtually any boat and tower accessories that fit virtually any tower. Founded out of a need for an affordable, strong, silent and stiff tower, the company has a wide range of proven products, an extensive worldwide dealer and distribution network, and a loyal customer base. Monster Tower guarantees complete customer satisfaction with each Monster tower or they will take the tower back. Headquartered in Maryville, Tenn., Monster Tower is owned by Marine Accessories Corporation.

<http://www.monstertower.com>

### **About Marine Accessories Corporation**

Marine Accessories Corporation (MAC) is a leading manufacturer of marine canvas and watersports towers to OEM and aftermarket customers worldwide. MAC companies include Great Lakes Boat Top; Westland Industries; Xtreme Tower Products and Monster Tower wakeboard towers. The company was formed in 1998 by Westland Industries of Phoenix, Arizona, and Prospect Partners, LLC of Chicago, Illinois.

<http://www.marine-accessories.com>