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John White named President of GoZip, LLC and Experiential Resources Inc. (ERi)

Kapalua Resort, Maui Hawaii; July 2011 – GoZip, LLC and Experiential Resources Inc (ERi) global designer, builder and operator of custom zip line and adventure courses has named John White their new President.

White will be in charge of overseeing the strategic growth of the company's network of new properties and operations. GoZip, LLC and ERi, has focused recently in the Hawaiian Islands, building and/or operating courses on Maui, Oahu, Kauai and Hawaii Island.

"Adding this key position will further strengthen our ability to meet the needs of our customers and guests," noted Todd Domeck, Owner of GoZip, LLC and ERi. "John's comprehensive understanding of our business as a whole with a key emphasis in strategic planning will greatly benefit GoZip, LLC, ERi and our customers."

Before joining GoZip, LLC and ERi, White held hospitality industry positions in Hawaii for the past 7 years including Kaanapali Beach Hotel, Kapalua Adventures and Maui Eco-Adventures. Prior to moving to Hawaii, he worked in senior sales and marketing capacities at Nike and marketing agency Action Marketing Group whose clients included Heineken, Seagate, Pepsi and AT&T.

Experiential Resources Inc. is the global leader in the designing and building of adventure courses and zip lines with over 1,000 zip line spans built to date. ERi has worked in 40 states and 12 countries. ERi has earned the Accredited Professional Vendor Member status of the Association for Challenge Course Technology (ACCT).

GoZip, LLC operates Kapalua Adventures (Maui), Maui Pineapple Tours and Bay View Zip Lines (Oahu). Kapalua Adventures was voted #1 by the Maui News for Best Land Activity 2010-2011.

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