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**MIKE
ATKINSON**

KOA Represented On Trade Mission To China

Interest High in Campgrounds For Emerging Chinese Middle Class
BILLINGS, MT (May 7, 2008)

Kampgrounds of America Inc. will be represented May 15 when a U.S. trade mission to China lands in Shanghai. KOA Facilities Development Manager Mike Atkinson will be part of the 20-member delegation spending a week in China. "My goal is to be a campground design consultant for the emerging camping industry in China," Atkinson said. "In regard to campgrounds, China is about where the U.S. was in the early 1960s when KOA was founded. It's exciting to be able to help the Chinese develop their own version of American-style camping."

Other companies represented on the trade mission are Coachman RV Company, Jayco Inc., Fleetwood Enterprises, GE Capital Solutions, Cummins Power Generation, Velvac Inc., BRD Supply Inc., Airxcel Inc., United Shade LLC, Procurement LLC and Lippert Components.

The group will attend the China RV and Camping Show May 16-18 in Shanghai that will feature Chinese-built RVs, and will meet with the Shanghai Foreign Investment Commission and representatives from the U.S. Department of Commerce. They will also visit factories in the Liyang area before going to Tianjin and Beijing to tour a trailer manufacturing plant.

The trade mission is being led by Richard Coon, president of the Recreation Vehicle Industry Association. "I also plan to meet with a group of Chinese campground designers and developers to discuss some of their plans," Atkinson said. "There is a thriving middle class emerging in China right now. They are going to have more disposable income and more leisure time than ever before. Camping is going to be a very attractive activity for this group."

A high-resolution photograph of Mike Atkinson is available by contacting Mike Gast at mgast@koa.net.

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