

Media Contacts :

**Cascade Designs, Inc.**

Kerri Dellisanti  
206-676-6065

[media@cascaledgedesigns.com](mailto:media@cascaledgedesigns.com)

Tami Fairweather  
206-676-6011

[media@cascaledgedesigns.com](mailto:media@cascaledgedesigns.com)

[www.thermarest.com](http://www.thermarest.com)

# THERMA REST®

## News Release

Release Date: July 17, 2008

### **New Therm-a-Rest® Innovative Air Mattress Design Announced**

#### **NeoAir™ mattress offers warmth, comfort and stability in ultra-light, compact package**

**Seattle, U.S.A.** – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, today announced the April 2009 release of the Therm-a-Rest NeoAir mattress as part of the brand's Fast & Light® series. The ultralight NeoAir mattress is a compact air mattress designed with patent-pending technologies that make it warm and comfortable when inflated for sleeping in the outdoors.

The Therm-a-Rest NeoAir mattress packs to the size of a one liter bottle and weighs only 14 ounces for a regular size, making it the perfect choice for people with strict weight and space limitations. When inflated, the NeoAir mattress is warm to sleep on, thanks to a patent-pending Reflective Barrier that reflects heat back to the user's body and reduces convective heat loss to the ground. A second patent-pending technology, the Triangular Core Matrix, contributes to the warmth by creating a multitude of air cells that minimize air movement and convective cooling. This matrix also creates an internal truss system that virtually eliminates the instability generally found on large tube-based air mattresses and assures that the user will shift less while resting comfortably on a 2.5 inch-thick mattress. Since thermal efficiency is achieved without the aid of down or fiber insulation, the NeoAir mattress can be blown up directly, without the added weight of an air pump or having to worry about exhalation moisture wetting insulation and decreasing performance.

"Nearly forty years of hands-on mattress-building experience has been utilized to create the NeoAir mattress," said Doug Jacot, Therm-a-Rest Business Director. "That experience has been key in engineering the unique design and manufacturing process it takes to make this truly innovative air mattress."

(more)

The Therm-a-Rest NeoAir mattress will be available in four sizes, ranging in retail price from \$119.95 to \$169.95 USD.

In addition to the Therm-a-Rest NeoAir mattress, the entire Therm-a-Rest Fast & Light series of mattresses and accessories are new, re-designed or updated. New products include the Therm-a-Rest Compact Chair, the lightest and most compact chair sleeve available for regular-width Therm-a-Rest mattresses, and the Therm-a-Rest SimplyDry Sack, an ultralight and waterproof roll top stuff sack for all Therm-a-Rest mattresses and accessories. The Therm-a-Rest ProLite 4 mattress is redesigned—now called the Therm-a-Rest ProLite Plus™—the mattress features innovative die-cut foam, making it 20% warmer than the original four-season ProLite 4 of the same weight. The Therm-a-Rest ProLite 3 mattress is also redesigned—now called the Therm-a-Rest ProLite™—the mattress features a new streamlined shape along with lighter fabric and foam, making it even lighter than the original Therm-a-Rest ProLite 3 mattress.

### **About the Therm-a-Rest® Brand**

*Seattle-based Cascade Designs, Inc. has been the market leader in premium outdoor comfort for more than 35 years, designing the finest portable outdoor sleeping and seating solutions available under the Therm-a-Rest brand. The company's commitment to quality manufacturing and innovation ensures that every product offers unrivaled comfort and reliability. All Therm-a-Rest mattresses are made in the Seattle, U.S.A. and Midleton, Ireland manufacturing facilities. For more information on the Therm-a-Rest brand, visit [www.thermarest.com](http://www.thermarest.com).*

###