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## News Release

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### **Therm-a-Rest® NeoAir™ Mattress Wins Gold OutDoor INDUSTRY AWARD for Design Innovation**

**Seattle, U.S.A.** - Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, is proud to announce that the company's new Therm-a-Rest NeoAir mattress has been honored with a Gold OutDoor INDUSTRY AWARD. Recognized as one of two top Gold Award winners among a group of 27 award-winning products, the Therm-a-Rest NeoAir mattress has been chosen for outstanding design innovation, choice of materials and performance in the outdoors.

The third annual OutDoor INDUSTRY product design competition considered 280 product submissions from 25 countries. An international jury of design experts evaluated products on a wide variety of criteria including degree of innovation, design quality, workmanship, choice of material, environmental friendliness, sustainability, functionality, utility, safety, trendsetting character and brand value.

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 blocks cold from 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.

The Therm-a-Rest NeoAir mattress is slated for market release in April of 2009 and will be available in four sizes, ranging in retail price from \$119.95 to \$169.95 USD.

#### **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).*

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