

Media Contacts: **Cascade Designs, Inc.**

Kerri Dellisanti
206.676.6065

media@cascaledgedesigns.com

Tami Fairweather
206.676.6011

media@cascaledgedesigns.com

www.thermarest.com

THERMA-REST®

News Release

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Therm-a-Rest® NeoAir™ Mattress Wins Prestigious *Popular Science* Best of What's New Award

NeoAir mattress recognized for breakthrough design and performance

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 *Popular Science* 21st annual Best of What's New award. Each year, the editors of *Popular Science Magazine* review thousands of products in search of the top 100 tech innovations of the year in eleven categories. The Therm-a-Rest NeoAir mattress has been chosen for its breakthrough design and performance, representing a significant leap in the recreation category.

"For 21 years, *Popular Science's* Best of What's New awards honor the innovations that make a positive impact on life today and change our views of the future," says Mark Jannot, Editor-in-Chief of *Popular Science*. "PopSci's editors evaluate thousands of products each year to develop this thoughtful list, there's no higher accolade *Popular Science* can give."



The Therm-a-Rest NeoAir mattress is a compact three-season air mattress designed with patent-pending technologies that make it warm and comfortable when inflated for sleeping in the outdoors. It 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. A patent-pending Reflective Barrier keeps the user warm by reflecting heat back to the body and blocking 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.

“Winning this award is a real honor and testament to our continuing work to engineer innovative, useful and long-lasting products that allow people to enjoy the outdoors,” said Doug Jacot, Business Director of the Therm-a-Rest brand. “As recognized by the editors of *Popular Science*, the NeoAir mattress is particularly unique as it offers warmth, comfort and stability in addition to the light weight, which is a real leap in the air mattress category.”

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. The 21st Annual December “Best of What’s New” Issue of *Popular Science* is on newsstands now.

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.

About Best of What’s New

Each year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What’s New — are awarded inclusion in the much-anticipated December issue of Popular Science, the most widely read issue of the year since the debut of Best of What’s New in 1987. Best of What’s New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Securities, Home Tech, Personal Health and Recreation.

About Popular Science

Founded in 1872, Popular Science is the world’s largest science and technology magazine; with a circulation of 1.3 million and 6.8 million monthly readers. Each month, Popular Science reports on the intersection of science and everyday life, with an eye toward what’s new and why it matters. Popular Science is published by Bonnier Active Media, a subsidiary of Bonnier Corporation.

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