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News Release

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MSR® SureLock™ TR-3 All-Season Pole Receives Top Design Award at European OutDoor Trade Fair

Friedrichshafen, Germany – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, has won an OutDoor INDUSTRY AWARD for its MSR SureLock TR-3 all-season pole at the 2011 European OutDoor Trade Fair. The only pole to win an award, the SureLock TR-3 pole has been chosen for its degree of innovation, design quality, functionality and trendsetting character.



The sixth annual OutDoor INDUSTRY product design competition considered 301 product submissions from 23 countries. An international jury of design experts selected award winners in recognition of outstanding new products and to offer consumers purchasing guidance.

The all-season MSR SureLock TR-3 pole is a compact, all-season, three-section pole built for aggressive backcountry travelers demanding rapid adjustment capability on frequently changing terrain. The patent-pending design combines a positive-locking mechanism that eliminates pole slippage with a glove-friendly, one-hand Trigger Release, assuring a smooth and easy collapse or length adjustment. The SureLock technology features a rolling lock pin that interfaces with a non-rotating tri-lobe pole and a hydro-formed sleeve over the trigger mechanism to protect the system from dirt and water. Built with 7000-series aerospace-grade aluminum, the pole sections are formed with unique wall thickness to target durability where it's needed most.

The MSR SureLock TR-3 pole is one of three new poles featuring patent-pending SureLock technology. The new line will be available in stores January 2012.

About the MSR® (Mountain Safety Research) Brand

Seattle-based Cascade Designs, Inc. engineers the MSR brand of standard-setting, high-performance outdoor equipment. A commitment to quality manufacturing and innovation ensures customers are outfitted with the finest, most reliable gear available for outdoor adventures. MSR brand product lines include stoves, fuel, cookware, water treatment, hydration, poles, shelter, snowshoes and camp towels, the majority of which are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit www.msrgear.com.

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