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News Release

Release Date: July 14, 2011

New MSR® Shelter Accessory Line Introduced

New accessories maintain, enhance and secure all tents and tarps

Seattle, U.S.A. – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, today announced the 2012 launch of a new MSR Shelter Accessories program. The new program provides outdoor adventurers with a complete set of solutions to maintain, enhance and secure any tent and offers retailers a well-merchandised, easy-to-shop assortment that makes a profitable addition to any retail environment.

“We identified an opportunity to help our retailers create a clean, cohesive tent accessory category that is well-merchandised, visually compelling and easy-to-shop,” commented Dale Karacostas, Division for Shelter at Cascade Designs. “Previously, customers had to shop in various departments to find the washes and accessories they needed to clean, repair or enhance a shelter. With this new line, they can conveniently purchase accessories along with their tents, or easily find what they need to repair and restore a used tent.”

The new MSR Shelter Accessories program includes products that any camper will find useful, from the lightest full-strength tent stakes on the market to a gear loft that can fit almost any tent. Highlights of the new Shelter Accessories collection include:

- **Carbon-Core™ Tent Stakes:** Weighing less than six grams each, these are the lightest full-strength tent stakes on the market. Constructed with an ultra-strong carbon fiber core and aluminum skin, the stakes also feature a poly-carbonate head that is easy to push in and pull out. An aluminum tip delivers lasting durability. Made in USA.
- **LED Tent Light:** This convenient, lightweight night-light attaches to any tent with magnets that slide easily across the tent walls, providing light where needed. An LED bulb produces six Lumens and batteries last ten hours. Offers high, low, strobe, signal and storage modes; red LED light option does not disturb vision at night.



- **CamRing™ Cord Tensioners:** A unique ring design locks cords securely and adjusts easily, even with gloves. For use with cords from 1.5mm to 3mm. Sold in set of four.



- **Mesh Tent Storage Duffel:** Ideal for long-term storage of tents and tarps, the breathable mesh top of this tent storage duffel helps prevent moisture damage while the design minimizes stress on fabrics, seams and zippers.



- **Reflective Guy Line Markers:** A hook-and-loop strap design attaches easily to tent or guy lines, providing added visibility, day or night. Sold in set of four.

- **Universal Gear Loft:** Offers space-saving overhead gear storage with zippered pocket adjusts to fit nearly any tent. Mesh construction is light and compact.

Also included in the MSR Shelter Accessory program are these new products: Cyclone™ Tent Stakes, Mini GroundHog Tent Stakes, Ultralight Utility Cord Kit, Reflective Utility Cord Kit, Pole Repair Kit, Adjustable Poles, Shock Cord Replacement Kit, Dry Line Kit, Dew Rag, Shelter Wash & Restore and Universal Zipper Pulls.

The new MSR Shelter Accessories line will debut in Europe at the July 2011 OutDoor Trade Fair and in North America at the August 2011 Outdoor Retailer Summer Market. The products 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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