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## News Release

### MSR® Launches SureLock™ All Season Pole Line for Winter 2012-13

All-season pole collection is extended with additional model.

**Seattle, U.S.A. (January 19, 2012)** — MSR (Mountain Safety Research), the Seattle-based engineer of standard-setting, high-performance outdoor equipment, is bringing the new SureLock all-season pole line to the winter market, and announcing an additional model for 2012. The MSR SureLock pole line is built around a patent-pending, positive-locking adjustment system that eliminates pole slippage.

The new MSR SureLock pole designs feature three major boosts in technology:

- **SureLock Adjustment System:** By interlocking pole segments together — the true definition of a positive-locking mechanism — there is no way that it can slip. Indexing provides extremely fast and accurate adjustment while the unique tri-lobe shaft shape guarantees system alignment and unquestionable reliability.
- **One Handed Trigger Release:** A glove-friendly, two-finger pull at the base of the pole grip allows a complete, one-handed collapse for easy packing or rapidly changing pole length to match terrain in the field. The hydro-formed Trigger Release sleeve offers added, all-weather protection for the SureLock mechanism.
- **Efficient Strength:** With the adjustment technology in the upper shaft, the pole has an incredibly smooth and easy top-centered swing. The 7000-series aluminum pole sections are formed with a unique wall thickness, targeting durability where it's needed most.



In response to clear market interest, MSR has added the SureLock UL-3 pole to the 2012 collection. The SureLock UL-3 pole delivers three-section compactness and a streamlined design for extra weight savings, weighing six ounces less than the SureLock TR-3 pole. The SureLock UL-3 pole joins three other models in the MSR SureLock pole collection — the SureLock TR-3, SureLock TR-2 and SureLock UL-2.

**About MSR (Mountain Safety Research)**

*Seattle-based MSR has been engineering standard-setting high-performance outdoor equipment since 1969. A commitment to quality manufacturing and innovation ensures customers are outfitted with the finest, most reliable gear available for outdoor adventures. MSR® product lines include; stoves, fuel, cookware, water treatment and hydration systems, shelters, snowshoes and all-season trekking poles. The majority of MSR products are made in the company's Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit [www.msrgear.com](http://www.msrgear.com).*

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