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## News Release

Release Date: January 18, 2011

### All-Season Therm-a-Rest® NeoAir™ Mattress Announced

**Seattle, U.S.A.** – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, today announced the July 2011 release of the first all-season version of the Therm-a-Rest NeoAir mattress. The ultra-light and compact all-season Therm-a-Rest NeoAir mattress is designed with patent-pending technologies that provide exceptional air mattress stability, comfort and increased warmth for sleeping outside in colder temperatures.

The all-season NeoAir mattress utilizes an effective combination of patent-pending multi-layer Reflective Barrier™ and Triangular Core Matrix™ technologies to dramatically boost warmth by minimizing thermal heat transfer. The multiple Reflective Barrier layers work together to reduce conductive heat loss to the ground, while radiating heat back to the user. The Triangular Core Matrix technology creates a matrix of hundreds of individual cells in the mattress, effectively limiting convective heat loss by restricting the movement of warmed air. This matrix also creates an internal truss system that virtually eliminates the instability generally found on air mattresses. The result is an air mattress that provides more comfort and up to five times the warmth of other air mattresses without down or fiber insulation, at an exceptionally light weight and small packed size.

The new all-season model joins two existing three-season models in the Therm-a-Rest air mattress collection—the original [NeoAir™](#) mattress and the recently-introduced [NeoAir™ Trekker](#) mattress. All Therm-a-Rest air mattresses can be inflated manually without worrying about exhalation moisture wetting insulation, but can also be inflated with the new featherweight Therm-a-Rest AirTap™ Pump.



Therm-a-Rest NeoAir mattresses are manufactured in the [company's](#) Seattle, U.S.A. headquarters and Cork, Ireland subsidiary on machines that were designed and built in-house at the Seattle facility. The new all-season NeoAir mattress debuts in North America at the January 2011 Outdoor Retailer Winter Market and in Europe at the February 2011 ispo trade fair. The mattress will be available in stores July 2011.

**About the Therm-a-Rest® Brand**

*Seattle-based Cascade Designs, Inc. has been the market leader in premium outdoor comfort for nearly 40 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 Cork, Ireland manufacturing facilities. For more information on the Therm-a-Rest brand, visit [www.thermarest.com](http://www.thermarest.com).*

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