

## Therm-a-Rest® Acquires LuxuryLite®, the Maker of the UltraLite Cot™

*Company expands its product offering with the lightest, most packable cots available*

**SEATTLE, WA** (July 12, 2012) — Therm-a-Rest, the Seattle-based leader in premium outdoor comfort, announced today its acquisition of the LuxuryLite® brand and its top-selling products, the UltraLite Cot™ and Mesh Cot. The addition of this new product line extends Therm-a-Rest's market leadership to a new category: lightweight, packable cots.

"We're thrilled to add the UltraLite and Mesh Cots to the Therm-a-Rest family," said Doug Jacot, vice president of Therm-a-Rest. "These lightweight cots complement our range of camping and backpacking mattresses and will provide consumers with a new, off-the-ground solution for a comfortable night of sleep."

Therm-a-Rest, the creator of the world's first self-inflating sleeping pad, will market the UltraLite and Mesh cots to its camping, kayaking and backpacking customer base, as well as expand its brand presence among motorcycle touring and hunting enthusiasts. Therm-a-Rest expects to grow cot sales exponentially by leveraging Therm-a-Rest's existing distribution network, dealer, and customer bases, as well as its existing Seattle manufacturing facilities.

"We have the infrastructure this product line needs," said Jacot. "In the first year, the UltraLite and Mesh cots are going to reach many more consumers than they ever have before, and our manufacturing facilities here in Seattle will meet demand faster and more efficiently."

Jacot anticipates that the new cot collection will appeal to outdoor enthusiasts who seek maximum comfort in an ultra light, puncture-proof and highly compact package. Therm-a-Rest will offer the UltraLite Cot for front and backcountry camping; the breathable Mesh Cot is an alternative for use in hot climates.

The UltraLite Cot is so light and packable—2 lb. and 6 x 15 in., respectively—even backpackers can carry it into the backcountry, and it fits easily into panniers, kayaks and other tight storage places. In comparison, Therm-a-Rest's nearest competitor's cot is twice its packed size and weighs 7 lbs.

The UltraLite cot features a laminated waterproof and stretch-free nylon cover, anodized aluminum poles, and durable nylon feet for heavy use, while the Mesh Cot's breathable mesh fabric provides excellent ventilation.





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

Christina Erb  
(360) 313-7070, ext. 2  
[christina@hayterpr.com](mailto:christina@hayterpr.com)

Both cots' patented bow frame technology creates a stretch-free fabric bed that offers superior comfort, eliminating painful crossbars and squeaky joints found in other cots. It's a superior addition to any Therm-a-Rest sleep system for unrivaled comfort in the backcountry and on your global adventures.

Therm-a-Rest's new cot line first debuted at the Grassroots Outdoor Alliance's 2012 Summer Show in June and will be on display at the Outdoor Retailer Summer Market 2012. The cots will be available in stores starting in July 2012.

Visit [www.thermarest.com/cots](http://www.thermarest.com/cots) for more details.

#### **About Therm-a-Rest**

*Seattle-based Therm-a-Rest has been the market leader in premium outdoor comfort since its invention of the world's first self-inflating mattress in 1972. A commitment to providing inventive, long-lasting and reliable products has driven the expansion of the line into closed-cell foam mattresses, air mattresses, sleeping bags, blankets and seating solutions that reinvent the way people sleep outside. All Therm-a-Rest® mattresses are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information, visit [www.thermarest.com](http://www.thermarest.com).*

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