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James Bartho Joins Jetboil as International Sales Manager

Jetboil Positioned to Expand in International Markets

Manchester, N.H. (January 10, 2011) – Known for redefining outdoor cooking with its revolutionary integrated cooking systems, Jetboil, Incorporated further expands its team with the recent hiring of James Bartho as International Sales Manager. James, formerly International Market Director for Pacific Outdoor Equipment and Import Brand Manager for Sea to Summit, will assume responsibility for growth of the Jetboil brand in markets outside of North America, including Europe and Asia Pacific.

“On behalf of the entire team, we are thrilled to have James joining Jetboil at such an opportune juncture, with the launch of a category defining new products platform,” said Perry Dowst, co-founder and CEO of Jetboil. “James’ roots with the brand and products go back to his successful shepherding, launch, and success of the original Jetboil Personal Cooking System in the Australian market and more recently his contributions to the category leading Flash™ program. James’ brand management ability as well as his keen product sense will add tremendous depth to our team as we re-launch the brand and strengthen our category leadership with an unprecedented new products expansion worldwide in spring 2011.”

Jetboil has announced three new personal cooking systems, Jetboil Zip™, Jetboil Söl™, Jetboil Söl Titanium™, all based on Jetboil’s core FluxRing® technology and offering significantly enhanced performance, for delivery to the worldwide market in spring 2011, expanding its current award winning and category leading line-up. Committed to good environmental stewardship, Jetboil has also introduced CrunchIt™, a patent pending tool compliant with recycling standards. In addition, Jetboil is expanding its worldwide distribution capabilities, with 3PL partners based in Rotterdam, NL and Shenzhen, CN.

“It is a real opportunity to join the Jetboil team and contribute to their continued global growth,” said Bartho. “I look forward to being a part of a company that is driven by innovation, forward thinking, and continued efforts to develop environmentally sensitive products.”

Since its inception in 2004, Jetboil’s category leading cooking systems have won numerous awards both inside and outside the outdoor industry. Its patented FluxRing® technology, at the heart of Jetboil cooking systems, defines efficiency, safety and ease of use and its introduction has redefined the outdoor cooking category. The Jetboil team is committed to simplifying and personalizing outdoor cooking and fueling a world of exploration. Jetboil is the trusted and indispensable companion of those who push the