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BOOTH #9000

Jetboil® Re-launches Brand with Strong New Products Offering for Spring 2011

Reconnecting With the Core Outdoor Enthusiast and Environmental Stewardship Drive Product Line Expansion

Manchester, N.H. (June 2010) – Known for revolutionizing outdoor cooking, Jetboil, Incorporated will introduce its broadest line expansion yet for the spring 2011 season, launching a range of product and technology breakthroughs. Heading the line-up is the Jetboil Sōl™ cooking system, with all new Jetboil Thermo-Regulate™ burner technology coupled with the Jetboil FluxRing®, to deliver category leading performance and reliability in extreme conditions. In addition, Jetboil Sōl™ is the most compact, lowest weight cooking system available, to be offered in both ultra lightweight Titanium and standard hard anodized Aluminum. Jetboil Zip™ delivers trademark Jetboil cooking system performance and reliability in a compact, lightweight, high value no frills design. Jetboil Sumo™ is a 1.8 liter, high capacity companion cooking cup providing added expansion for Sol, Zip, Flash, or any Jetboil personal cooking system. To enable safe, convenient recycling of Jetboil Jetpower® fuel cans, the new CrunchIt™ tool safely vents and preps butane cans for the recycling bin. All products will be available in March 2011.

“This is the most significant new product expansion in our history,” said Perry Dowst, co-founder and CEO of Jetboil. “We’ve listened carefully to our core customers and channel partners and innovated to deliver the highest levels of performance where it matters most to them. In another category first, we have married trademark Jetboil FluxRing with Titanium, enabling backpackers, alpinists, and backcountry enthusiasts to reduce weight without sacrificing function. All the new products are fully compatible with existing Jetboil accessories and systems, so customers can upgrade and expand while preserving earlier investments. And the CrunchIt canister recycling tool enables everyone to enjoy the convenience and performance of butane canister fuel without creating landfill.”

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Jetboil Söl is the next generation in Jetboil's line of all-in-one, functional, upright canister cooking systems. This lightweight, ultra compact cooking unit is powered by new Jetboil Thermo-Regulate™ Technology, delivering reliable and consistent heat output in temperatures down to 15 degrees F. Other features include a temperature-indicating insulating cozy, push button igniter, a pot support and stabilizer tripod, and drink-through lid with pour spout and strainer.

The Söl -Ti (Titanium) cooking system in its entirety weighs an astonishing 9 oz., with Söl -Al (Aluminum) weighing 10.5 oz. Söl Titanium FluxRing® companion cups offer .8 liter capacity and weigh a mere 6 ounces, with Söl hard anodized Aluminum FluxRing cups weighing in at 7.2 ounces. The cups are also compatible with Zip (see below). (MSRP for systems: Söl Ti - \$149.95, Sol-Al - \$119.95; MSRP for Companion Cups: Titanium - \$69.95, Aluminum - \$39.95).

Jetboil Zip™ offers simplicity and performance in a no frills, high value design with all the essentials of a Jetboil system at an economical price (MSRP: \$69.95). Features include: .8 liter hard anodized FluxRing® cooking cup with insulating cargo cozy, an adjustable burner, drink through lid with pour spout and strainer, and bottom cover which can double as a measuring cup and bowl. The system weighs 11.75 ounces.

Introducing the largest Jetboil upright companion cup, Sumo holds more than twice the volume of the Söl or Zip cups with a 1.8 liter FluxRing® design. Despite its capacity, the Sumo offers similar fuel efficiency to its smaller companions. Sumo clips directly onto a compatible Jetboil burner base (i.e. Söl, Flash or PCS). The Sumo design is large enough to store a 230 gm of fuel and burner base with room to spare, or an entire Söl or Zip system with 100 gm of fuel. Other features include an insulating neoprene Cargo Cozy with secure nylon handle, a drink through lid with pour spout and strainer, and bottom cover. The Sumo weighs 14 oz. (MSRP: \$49.95.)

Committed to people recycling fuel cans safely and conveniently, Jetboil will offer CrunchIt, a patent pending tool compliant with recycling standards. It safely vents any remaining fuel traces in a butane canister before puncturing canisters for recycling in commercial and municipal recycling programs. A useful Jetboil toolkit is integrated into the CrunchIt, which easily clips onto a carabiner or key ring. (MSRP: \$6.95)

Since its inception in 2004, Jetboil's category leading cooking systems have won numerous awards both inside and outside the outdoor industry. The 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 limits of their endurance, and the boundaries of their experience. www.jetboil.com