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Jetboil® Wins Award

Jetboil Söl™ Ti Cooking System Wins Outdoor Magazine Editor's Choice Award

Manchester, N.H. (February 2011) – Known for revolutionizing outdoor cooking, Jetboil, Incorporated announces that its new Jetboil Söl™ Titanium cooking system has received Outdoor Magazine's Editor's Choice Award, awarded by editors from Outdoor Magazine in Europe.

"We are honored and gratified to receive the editor's choice award from Outdoor Magazine for Jetboil Söl™ Ti," said Perry Dowst, co-founder and CEO of Jetboil. "In keeping with Jetboil's history of innovation, this product represents another category first, combining the efficiency and speed of the Jetboil FluxRing with the light weight of titanium, enabling backpackers, alpinists, and backcountry enthusiasts to reduce weight without sacrificing function. Our thanks to the jury for recognizing this product and its innovation."

The Jetboil Söl family, including both titanium and aluminum cooking vessels, is the next generation in Jetboil's line of all-in-one, functional, upright canister cooking systems. This lightweight, ultra compact system is powered by new Jetboil Thermo-Regulate™ Technology, delivering reliable and consistent heat output in temperatures down to 20 degrees F (-6 degrees C) and until the fuel canister is empty. 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 weighs an astonishing low 8.5 oz. (240 g), with Söl -Al (Aluminum) weighing 10.5 oz. (300 g). Söl Titanium FluxRing® cooking cups offer .8 liter capacity and weigh a mere 6.3 oz. (180 g), with Söl hard anodized Aluminum FluxRing cups weighing in at 7.7 oz (220 g) (not including pot support and stabilizer). The cups are also compatible with other Jetboil compact cooking systems, and all will be available in spring 2011, at which time Jetboil will add 3PL fulfillment from Rotterdam, NL.

Adding to the usefulness of Söl and enabling the recycling of fuel cans safely and conveniently, Jetboil also offers CrunchIt™, a patent pending tool which safely vents any remaining fuel traces in a butane canister before puncturing canisters for recycling in commercial and municipal recycling programs.

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



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