



The Outdoor Company™

NEWS RELEASE

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FIRST MOUNT EVEREST, NOW DEATH VALLEY; COLEMAN SUBJECTS ITS GEAR TO REAL-WORLD TORTURE TESTS

WICHITA, Kan. (June 27, 2007) – From the highest point in the world, to the lowest point in North America, this year The Coleman Company, Inc. is demonstrating the performance of its Coleman® Exponent® gear and Ultimate® Xtreme® Coolers by subjecting them to real-world torture tests.

From March through May, Coleman Exponent tents, stoves, sleeping bags, headlamps, lanterns and backpacks protected mountaineer and Denver middle school teacher Mike Haugen, 30, on a successful expedition to Mount Everest, where he summited and then participated in a rescue on the descent. Afterwards, Haugen filed detailed field reports for review by Coleman product managers and the company's product development lab.



For a complete list of Haugen's gear, see www.colemaneverest.com/coleman/everest/gear.asp

This summer, Coleman can be found on the other end of the extreme as Official Cooler Sponsor of the Badwater Ultramarathon (www.badwater.com), arguably the toughest footrace in the world: 135 miles uphill and down, nonstop, from Death Valley – the lowest point in North America – to the end of the road on Mount Whitney, the highest point in the lower 48. During the three-day race, the company's 82 qt Ultimate Xtreme Cooler is protecting each race entrant's water and food from temperatures likely to reach up to 130 degrees Fahrenheit.



“Just as Tang® Breakfast Drink went on the early NASA moon missions, Coleman is subjecting its gear to the kind of real-world testing you can't achieve in a lab,” said Gary A. Kiedaisch, Coleman's President and CEO. “These extreme environments are great testing and proving grounds for our gear, and the conditions there provide inspiration to our product development teams.

“If Coleman product demonstrates superior performance on Mount Everest, as well as in the extreme heat of Death Valley, we believe consumers will be confident Coleman products can provide the answer to their outdoor camping needs, no matter where they're headed,” Kiedaisch said.

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