



The Outdoor Company™

NEWS RELEASE

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COLEMAN DELIVERS “DESSERT IN THE DESERT” TO DEMONSTRATE COOLER PERFORMANCE AS CHAIRMAN RUNS 135 MILES FOR WOUNDED WARRIORS

WICHITA, Kan. (Aug. 9, 2007) – After sending your technical performance outdoor equipment to the top of Mount Everest, what do you do for an encore? That was the challenge facing The Coleman Company, Inc., after the successful Everest 5.5 Challenge, featuring Denver schoolteacher and climber Mike Haugen, and the 7,000 school kids who followed Haugen’s successful summit via the Internet. Thus, it seemed like a natural to travel from the Himalayas to the lowest point in North America, which also happens to be one of the hottest places on the planet.

Coleman was the official cooler sponsor of the Badwater Ultramarathon held July 23-25, arguably the toughest footrace in the world: 135 miles uphill and down, nonstop, from North America’s lowest point in Death Valley, Calif., to the end of the road on Mount Whitney, the highest point in the lower 48.

A Coleman® 82-Quart Ultimate® Xtreme® Wheeled Cooler was provided to each team for protecting water and food from the extreme 114-to 120-degree Death Valley heat. What’s more, to demonstrate the insulating power of these high-performance coolers, Coleman delivered frozen ice cream bars – 500 in all – to runners and their crews throughout the race.

“You saved our lives out there in the desert with that ice cream,” said one runner.

A crewmember commented, “I can’t believe these are rock hard even after three days.”

Martin E. Franklin, 42, chairman and CEO of Coleman’s parent company Jarden Corporation, ran the race on behalf of the Wounded Warrior Project. A Badwater rookie, Franklin was featured in a blog on www.coleman.com/badwater, and, based upon his 38th place finish in under 42 hours (41:29:24), generated approximately \$500,000 in pledges for the Florida-based non-profit organization dedicated to assisting the newest generation of injured service men and women (www.woundedwarriorproject.org).



BADWATER RESULTS – ADD ONE

Both the top male finisher, Brazilian Valmir Nunes, 43, (22:51:29), and top woman finisher, Spokane’s Lisa Bliss, 39, (34:33:40), received commemorative Coleman Gold Lantern Awards “For Lighting the Way” in the race. The final male and female finishers received Coleman Red Lantern Awards “For Never Giving Up.”

The Coleman Company, Inc. is an international leader in the innovation and marketing of outdoor products, including its legendary lanterns, as well as stoves, tents, sleeping bags, backpacks, coolers, furniture and grills. Its products are sold and used all over the world. Coleman embraces its leadership role as an advocate for the outdoors, contributing to outdoor causes and inspiring people to get outside. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation, and can be found online at www.coleman.com. Consumers can contact Coleman by phone at 800-835-3278 or by e-mail at consumerservice@coleman.com.



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