

WINTER editorial

I believe challenges bring opportunities! One thing for sure is this year has certainly brought its share of challenges our way. We tried to approach each hurdle in the spirit of opportunity. In becoming more efficient, our dealers are looking to cut costs, consolidate vendor assortments and look for more value in the products they sell.

You only have to watch nightly TV commercials showing the expanded dollar menu at McDonalds or better buys on soap from Wal-Mart to realize that consumers are looking for every possibility to find the best value for their dollars. While this may be great for cheeseburgers or hand soap, a camper who spends hard-earned dollars on a new tent just to have it leak in the first rain storm now has an outdoor experience ruined due to a poor quality (“but it was cheap”) product.

I have always believed that the sour taste of an inferior product remains long after the sweet flavor of a cheaper deal expires! Stansport in 2010 will continue to strive to provide your dealers with the very best products at reasonable prices. There will always be cheaper products available. But we need to remember: a cheaper price doesn't always provide a better value. We are committed to bringing the customer products that will provide a quality experience for many seasons. Let them be disappointed with someone else's “cheap” products. It remains our goal to provide our customers with the best value possible.

“We make camping fun”

NEWSLETTER WINTER 2009

STANSPORT
we make camping fun!

WEBSITE

Last September our website www.stansport.com went live and the results have been great. It has been a very useful tool for dealers, retailers and end consumers, among other things it features:

- A simple, straightforward and organized way to display products
- Easy to use drop down menus as well as graphic menus by category
- A search box that navigates with an item number, product number or key word
- Description and images of all our products
- Our system will recommend similar products as the one you searched for
- Also you can access our company policy (credits, returns etc.) Dealer terms, credit application form, where to buy list. This is a permanent job and we do check and update this information on a daily basis or when necessary, please contact us in case you need further assistance or if a correction is necessary, also send us your updated information so we can include you in our "where to buy section"



TUFF STOVE
BUILT FOR THE WORKING MAN™
HUNGRY

TENTS

Our 2010 Tent Program is ready!

Our tents have undergone a total and major renovation from the ground up. They offer something for everybody. Great selection, durability and unparalleled quality features from basic tents to our roomy outdoor tent series. From new packaging to redesigned tents, more options and colors. We will launch our full stock by February 2010.

The New Adventure Series:

This series offers outdoor enthusiast a variety of tents that show off their new appearance and technology. Besides providing a cost efficient lightweight product this new line offers a variety of options to satisfy even the novice outdoors person. With an easy and simple design the new Adventure Series provides quality basic tents that can be sure to satisfy. Stansport traditional boxing packaging.

The New Black Granite Series:

The new Black Granite series strives for the best weather protection, offering a full seam sealed rainfly, a tub floor, large no-see-um mesh windows, and a 2 peak roof allowing for superior ventilation. A new feature on all tents in this series is the easy access of two doors offering many options and innovative features for the rugged outdoor enthusiast that are new to Stansport. This new design includes a sleeved pole construction adding stability allowing for easy and simple use. Following innovative change in function are the new sleek natural colors including sea greens, dark olives, light grays, and tans that give this line a great look to compliment their new technology. This head to toe transformation stretches to the new custom packaging giving these new tents a great look for an upcoming camping season.



NEW BOATS FOR THE SERIOUS OUTDOORSMAN

For those of you familiar with the Kenai River Boats, Stansport is proud to introduce the new Waterfowl/Fishing Boats. They include all the same great features and qualities but in a new dark olive color for the hunting/fishing enthusiast. These great models also include a new packaging design intended to reflect the great outdoors explorer in us all. Available February 2010.



Kenai River Boats - Waterfowl / Fisher man boat

- Tough 33 mil polykrylar construction
- 15" tubes
- Weight capacity 950 to 1200 lbs depending on model
- Aluminum oars / inflatable seats / pump

COLOR STOVES

Stansport is now offering the Deluxe 2 Burner Propane Stove (item #203-100) and the Deluxe Propane Grill Stove (item #203-900) in a variety of playful colors. Great as a gift for the upcoming holidays, or for the next camping trip, these five new shades will set the mood for a fun and adventurous camping experience. In addition to their stunning colors, these stoves are incredibly easy to use making them perfect for the experienced and inexperienced camper. Available in candy apple green, Caribbean blue, candy apple red, tangerine orange or citron yellow, there's a perfect color for everyone!

Details

- Two 12,000 B.T.U. hi-output burners
- Enameled drip pan
- Stainless steel grate
- Pressure regulator included
- Color: Black.
- Each in color display box

Candy Apple Green	Stove	203-100-10
	Grill	203-900-10
Caribbean Blue	Stove	203-100-50
	Grill	203-900-50
Candy Apple Red	Stove	203-100-60
	Grill	203-900-60
Tangerine Orange	Stove	203-100-63
	Grill	203-900-63
Citron Yellow	Stove	203-100-65



NEW ADDITIONS TO OUR MANAGEMENT TEAM



Tanya Millichamp recently became part of the STANSport family. Being on the front desk, her professionalism and winning personality is your first impression of our world.



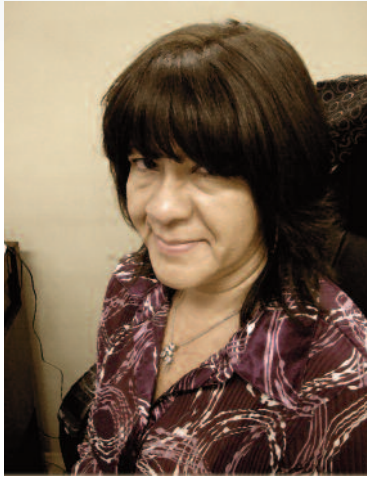
Bessie Noriega joined our team, bringing boat loads of experience, and a bright smile, to her position in customer service and accounts management.



Dan Smith is the new art director. Besides being an award winning illustrator and graphic designer, he's weird.



Michaela Ocampo- joined Stansport in November of 2009. Michaela comes to us from the Philippines and has a passion for traveling. Michaela will be assisting with electronic data interchange not to mention billing and clerical work.



Marcela Avalos- brings many years of customer service and experience to Stansport. She will be working in data entry and customer service with her great communication skills. (When she's not fighting crime!)



Bobby Torres- Bobby comes to us from an Outdoor Adventure company working with at risk youth and developing adventure programs for students and adults all ages. Activities involved anything adventure related and looks forward to providing sales support to the Stansport team.

They'll be an important part of our team to help us continue our growth! We look forward to our clients benefiting from their knowledge. Welcome