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FOR IMMEDIATE RELEASE

AEROBED XTREME LIVES UP TO ITS NAME

AeroBed Redefines "Sleeping Like a Bear" with Comfortable Bedding for the Outdoor Enthusiast

SALT LAKE CITY (August 8, 2008) – Given the choice, most people would prefer to sleep on a comfortable bed than a forest floor. But have you ever moved a mattress? Would you hike a trail with one strapped to your back?

When the industry leader in product innovation, comfort and reliability sought to expand its offerings beyond the guestroom bed, one thing was clear: it was time to take on the great outdoors. So in 2007, Aero Products International, Inc. launched AeroBed Xtreme, a line of inflatable equipment for outdoor enthusiasts – including a bed that weighs less than five pounds.

"Aero is leading the charge in category advancement," said Brian Coleman, senior vice president of marketing and new product development for Aero Products International, Inc. "Based on consumer insights, we recognized a need for products to keep up with extreme lifestyles or hobbies. In response, we designed a line of outdoor gear with products to fit all types of users."

AeroBed Xtreme's PerformaLite bed is a fully inflatable bed that's as compact as a camp mat and light enough to carry around on your back. The bed, which inflates in less than a minute, is five times the height of a standard self-inflating mat, yet 30 percent lighter than a typical air-filled mattress. Made of thermoplastic polyurethane, PerformaLite is as friendly to the environment as it is to your body. It's available in twin and full sizes and retails for less than \$150.

The PerformaLite comes with a powerful, dual-purpose Air Light Flashlight Pump that can operate on eight C-cell batteries or plug into a vehicle's DC outlet. The Flashlight Pump, which can also be purchased separately, comes with a set of adapters to fit various other inflatable products and doubles as a dome light.

For serious outdoorsmen who enjoy extreme environments, Aero created the Endura Bed. As seen on YouTube.com, Endura Bed is strong enough to support the weight of a 1500 pound horse (YouTube search phrase: "World's Strongest Bed") and tough enough to withstand being run over by a tractor (YouTube search phrase: "AeroBed Xtreme"). It's 200 times stronger than standard PVC air-filled mattresses. It has a rope coil construction and is made of a three-ply, puncture-resistant material. The bed – which is available in twin, full or queen sizes for less than \$150 – inflates anywhere in less than 90 seconds with a powerful handheld, rechargeable pump.

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In addition to the line of Xtreme products, Aero has expanded the AeroBed Active line as well. New to the Active line, the Raised Explorer Bed adds luxury to any camping trip or weekend getaway. At 14" high, getting on and off the bed is easy and the sturdy coil construction provides comfort and support. The bed inflates and deflates quickly with the included dual-purpose Air Light pump and can be stored away in its own carrying bag.

And, for the active sports enthusiasts, AeroBed created the Tailgater Chair. Deep in the woods, in your favorite team's parking lot or in your own home, this contemporary, lounge-style chair inflates in seconds for comfort and support on the go. Portable and made from heavy gauge PVC, the lightweight chair comes with its own storage and carrying bag and has a puncture-resistant polyester bottom.

For more information on AeroBed Xtreme outdoor gear or AeroBed Active products, please **visit booth 34190 at the Outdoor Retailer Summer Market** August 8 – 11, 2008, or contact Christiana Brenner at 609-276-0101 for additional information. From pumps with built-in flashlights for family camping to self-inflating flat mats for extreme hikers, products can be found at specialty retailers like L.L. Bean, REI, Cabela's, TSA and Dick's Sporting Goods. Information on all Aero products can be found at www.aerobed.com.

About Aero Products International, Inc.

Aero Products International, Inc., located in the Chicago area, is the leading innovator of premium, air-filled products under The Original AeroBed[®], AeroBed[®] Active and AeroBed[®] Xtreme brand names. The original AeroBed was introduced in 1992, redefining the air bed product category through higher quality standards and new inflation technology. Aero Products International, Inc. produces a wide range of products designed for both indoor and outdoor use. For additional information, visit the Aero Products Web site at www.aerobed.com.

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