

For Immediate Release



Backpacking Light Magazine Seeks Nominations for Outdoor Industry's Most Stringent Product Award Program

*Introducing the **Lightitude Award** for the Best Gear of 2005*

Bozeman, Mont. – June 1, 2005 – *Backpacking Light Magazine*

(www.BackpackingLight.com) announces the debut of a new product performance recognition program for the outdoor industry's best gear. Outdoor Retailer Summer Market 2005 will mark the industry premiere of the "Lightitude Award" to honor product integrity and performance in lightweight gear and apparel.

Backpacking Light Magazine is now accepting nominations for the annual Lightitude Awards. The deadline is July 1, 2005. Nomination forms are available online at www.BackpackingLight.com by clicking "Lightitude."

Lightitude Awards honor backcountry gear, apparel, footwear and accessories demonstrating exceptional field performance. Unlike most other magazine product performance award programs, unreleased or "new" products that have neither been field tested by the public nor subjected to the court of public opinion do not qualify for a Lightitude Award nomination.

Backpacking Light Magazine will accept nominations from qualified outdoor industry professionals and backcountry core users only. The selection committee consists of *Backpacking Light Magazine's* staff (renown for their rigorous standards for product performance), selected industry design professionals, and highly experienced backcountry enthusiasts, with input solicited from the public.

"Three barriers must be overcome for a product to receive a Lightitude Award," says *Backpacking Light's* Publisher, Ryan Jordan. "Nominations must first come from qualified individuals and are then subject to the court of public opinion. Finally, they are screened by a review committee who has put the product through the wringer in both lab and field settings."

The purpose of the process is to make sure that Lightitude Awards are given to well-deserved recipients, and not just handed out to companies coming out with "cool new gear" with little market longevity or testing. Nominations, public comment and award committee reviews will be made publicly available at www.BackpackingLight.com for all Lightitude Award recipients to further validate the integrity of the award. Jordan is confident that "the Lightitude Award will

set a new industry standard for meaningful recognition of product design, performance and integrity” that consumers can trust.

Award recipients will receive complimentary tabletop plaques for display at their booth and an award logo digital media kit. Award recipients also receive a license to use authentic Lightitude Award trade show, point of sale, and point of purchase materials, including banners, hang tags, packaging stickers and more.

Information for the Press

Awards Ceremony: The first-annual Lightitude Awards will be presented at the 2005 Outdoor Retailer Summer Market in Salt Lake City, Utah on Friday, August 12 from 7:30–9 a.m. at the *Backpacking Light* Retailer Seminar in the Salt Lake City Downtown Marriott. Outdoor gear manufacturers, media professionals and retailers are encouraged to attend. More information is available at the BackpackingLight.com booth (Booth #7614 in the Pavilion) at Outdoor Retailer Summer Market 2005.

Award Information: Information about Lightitude Award winners will be available in electronic format after the awards ceremony. To request high-resolution photos and stock copy about the award-winning products, please send an email to publisher@backpackinglight.com.

About Backpacking Light

Backpacking Light Magazine (www.BackpackingLight.com) is the outdoor industry’s most recognized and authoritative voice for wilderness travel philosophy, techniques and gear. Catering primarily to prosumer and industry professional audiences, *Backpacking Light* technical articles and product reviews are based on accurate and trustworthy investigative research. In addition, *Backpacking Light* publishes content for beginning and novice wilderness travelers to help them go light while staying safe and comfortable in the backcountry. *Backpacking Light* offers two primary subscription-based products, including a print magazine of exceptional shelf quality (*Backpacking Light*, ISSN 1550-4417) and a comprehensive online magazine (BackpackingLight.com, ISSN 1537-0364) that features articles, reviews, gear guides, reader forums, and a members’ co-op-style gear shop that features some of the quirkiest and coolest ultralight gear on the planet.

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2005 LIGHTITUDE AWARD NOMINATION FORM

BACKPACKING LIGHT MAGAZINE – <http://www.BackpackingLight.com/>

NOMINATIONS ARE DUE BEFORE JULY 1, 2005

AWARDS WILL BE PRESENTED AT OUTDOOR RETAILER SUMMER MARKET ~ SALT LAKE CITY, UT ~ AUGUST 11-14, 2005

Overview. Backpacking Light Magazine's Lightitude Award honors products that have demonstrated uncompromising integrity through exceptional field performance.

Product Qualifications. New or unreleased products will not be considered for the Lightitude Award. The Lightitude Award is given only to products already on the market that have demonstrated exceptional field performance.

Nomination and Selection Process and Procedure. Nominations will be accepted from uniquely qualified outdoor industry professionals and experienced backcountry core users only. The selection committee consists of Backpacking Light staff, selected industry design professionals, and experienced backcountry enthusiasts, with input solicited from the public. Nomination forms must be faxed to Backpacking Light Magazine at 406-522-0948, mailed to Backpacking Light Magazine / ATTN: Lightitude / 1627 West Main St., Suite No. 310 / Bozeman, MT 59715, or emailed as an attachment to Publisher@BackpackingLight.com.

Product (Nominee) Information

CATEGORY: (circle or highlight one) EQUIPMENT APPAREL FOOTWEAR ACCESSORIES

BRAND NAME: _____

PRODUCT DESCRIPTION: _____

HOW/WHY THIS PRODUCT OFFERS EXCEPTIONAL PERFORMANCE: _____

Information About the Nominating Party

CATEGORY: (circle or highlight one) INDUSTRY PROFESSIONAL EXPERIENCED BACKCOUNTRY CORE USER

YOUR NAME: _____

YOUR JOB TITLE AND COMPANY NAME: _____

YOUR CITY / STATE: _____

YOUR EMAIL ADDRESS: _____

SUMMARY OF YOUR INDUSTRY EXPERIENCE (INDUSTRY PROFESSIONALS ONLY): _____

SUMMARY OF YOUR OUTDOOR EXPERIENCE: _____

USE ADDITIONAL PAGES IF NECESSARY TO PROVIDE MORE INFORMATION ABOUT THE PRODUCT OR NOMINATING PARTY