

***BackpackingLight.com***

***Liphe Outdoors***

## **NEWS RELEASE**

### **New Outdoor Show Connects Consumers and Manufacturers; Features Outdoor Gear Innovations Seasons Ahead of the Mainstream Markets**

*Montana Outdoor Industry Consumer Show Debuts in Bozeman on December 4*

**Bozeman, Mont. – November 19, 2004** – The Montana Outdoor Industry Consumer Show will make its debut in Bozeman on Saturday, December 4. The show, sponsored by two Bozeman-based outdoor innovators Liphe (“life”) Outdoors and BackpackingLight.com, is a natural extension of this region’s rapidly growing outdoor industry segment.

Since 1999, southwest Montana has seen a dramatic increase in the number of outdoor industry companies locating here. With companies such as Liphe (manufacturing), BackpackingLight.com (publishing, manufacturing, and retail) and ProLite GEAR (retail) locating their headquarters in Bozeman, Southwest Montana has become a key epicenter of innovation for the “light and fast” hiking, backpacking, and alpine climbing movements, infusing new energy and enthusiasm into outdoor wilderness sports for millions of Americans.

The 2004 Montana Outdoor Industry Consumer Show (MOICS) will be located at the Baxter Ballroom and is open to the public from 9 a.m. to 5 p.m. on Saturday, December 4. Outdoor enthusiasts, retailers and anyone interested in the latest trends and innovations in hiking, backpacking, mountaineering gear and apparel are invited to attend this free and informative event. Featured exhibitors include Liphe Outdoors, BackpackingLight.com, Stormshadow Productions, Outa Ware, ProLite GEAR, Mystery Ranch, Bozeman Mountain Works, and Wookey Backpacks. After the show, an outdoor industry party will be held in the Baxter Ballroom featuring local bands “Filth and Foul” and “Stallion.” The party begins at 8 p.m., and attendees must be 18 years or older and are required to pay a \$5 cover charge.

MOICS is designed to fill an important gap between the manufacturer and the retailer and provide direct interaction with the consumer. "Our goal is to create a new show environment to encourage interaction and feedback from customers on the latest equipment," said Ryan Jordan, founder of BackpackingLight.com. "MOIC features leading-edge products that consumers can buy directly from manufacturers in Montana, but are so innovative that they may not see them on retailer's racks for a few more seasons."

### **About Liphe Outdoors**

Liphe Outdoors was founded two years ago by 19-year-old Tate Chamberlin. Liphe is a local manufacturer currently developing a soft-shell system that re-defines outdoor gear. The company's goal is to bring together lightweight materials that are highly abrasion resistant. Liphe Outdoors develops products such as abrasion-resistant ski bibs; a snow skull, which is a hat used under helmets for skiing, climbing, biking, paddling, etc.; and the new "Bridger Tech" jacket which will be featured at the Montana Outdoor Industry Consumer Show.

### **About BackpackingLight.com**

BackpackingLight.com is a nationally renowned media company focusing on promoting ultralight wilderness philosophy, techniques, and gear for hikers, backpackers, and alpinists. Based in Bozeman, Mont., BackpackingLight.com offers intelligent resources for wilderness travelers seeking to "go light" and stay safe.

BackpackingLight.com's Publisher Ryan Jordan has been recognized as one of the world's leading authorities in lightweight wilderness travel in features by the *New York Times*, *LA Times*, *Associated Press*, and *The Travel Channel*. Jordan will be at the BackpackingLight.com booth at the Montana Outdoor Industry Consumer Show signing copies of the signature book for lightweight backpackers, "Lightweight Backpacking 101," and the inaugural issue of *Backpacking Light: the Print Magazine of Lightweight Wilderness Travel*.

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