

FOR IMMEDIATE RELEASE

Contact: Sharon Gee, Circle Dot Marketing for COAST Products
702-506-7887 / sgee@circledotmarketing.com

Kevin Corcoran, Marketing Communications Manager, COAST Products
503-234-4545 / kevin.corcoran@coastportland.com

COAST Rechargeable HP7R and HP5R LED Flashlights Shine at SHOT Show

**Law enforcement officials and hunters will appreciate lights' power and reliability.
See them and COAST's entire line at Booth #15120**

PORTLAND, OR, January 4, 2014 – The rechargeable [HP7R](#) and [HP5R](#) LED flashlights by [COAST](#) have revolutionized the way law enforcement officers work and how outdoor enthusiasts enjoy their time in the wild.

COAST will exhibit the HP5R and HP7R and a wide array of LED flashlights, headlamps, lanterns, knives and multi-tools during the Shooting, Hunting, and Outdoor Trade Show ([SHOT](#)) – at [Booth 15120](#) from January 14-17 in the Las Vegas Sands Expo Center. COAST products offer advanced quality and innovation, the latest patented and proprietary features and technology. They are perfect for every customer, retailer or distributor in the sports, leisure, hunting, and shooting market.

COAST Exclusive Dual Power Charging System

The company's innovative line of rechargeable flashlights – including the HP7R and HP5R – feature COAST's exclusive Flex Charge Dual Power Rechargeable System, including the Pro-Tek Charging Port. Their tail caps pop up to reveal a micro USB port for the charging cable. That means there are no parts to lose, and the system stays clean from dust and debris.



HP7R with Pro Tek Charging Port

Lithium rechargeable batteries are included, but the lights also run on standard alkaline batteries. Batteries can be charged inside the flashlight, or outside, and a spare cartridge is included, so users can always have a fresh battery ready.

All COAST products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every customer and retailer.

- more -

Innovative Rechargeable Flashlights Deliver Durability and Reliability

COAST has designed and built the best LED flashlights available. The durable HP7R and HP5R models offer the reliability that law enforcement officers and hunters demand. The water-resistant flashlights have an impressive light output, run time and beam distance. Both lights use COAST's new Long Range Focusing Optic (see details below). The HP7R will produce over 200 lumens and an effective beam distance of 306 meters – that's over three football fields.

The Long Range Focusing Optic also provides superior beam consistency from spot to flood, which gives users the advantages of both a long range spot beam for long distance illumination and a flood beam for up close work and ground searches. The light can be locked into any position in the focus cycle with COAST's exclusive Beam Lock™ System, giving users the exact beam they need at all times.

An ideal flashlight for tactical, rescue and law enforcement professionals who want a pocket sized light, the HP5R flashlight boasts a nearly 4-hour runtime. Its extraordinary beam illuminates up to 172 meters (564 feet) to help keep these everyday heroes – and the communities they serve – safe from harm.

The HP7R and HP5R models are powered by rechargeable lithium ion batteries for the best performance in both cold and warm environments. They also feature both high and low output modes that can be used for low light needs, and to conserve battery life.

Following are the specs for each light, based on the ANSI FL1 flashlight standard, and certified by independent testing, when using the rechargeable batteries:

HP7R – Aluminum Case

- Lumens: 201
- Beam Distance: 306 meters (1,004 feet)
- Run time: 7 hours 45 minutes

HP5R – Aluminum Case

- Lumens: 181
- Beam Distance: 172 meters (564 feet)
- Run time: 3 hours 40 minute

Another COAST Breakthrough – Long Range Focusing Optic

Many COAST flashlights feature the patented Pure Beam™ Focusing System – with proprietary optics that produce a pure, bright consistency across the entire beam; whether it is the Bulls-Eye Spot mode or Ultra View Flood Beam mode. For jobs that require a beam with the longest possible distance, COAST has responded with its Long Range Focusing Optic, which is built into the HP7R and the HP5R. These lights deliver a bright, intense X-Range Spot Beam at incredible distances, while still offering a consistent circle of light in the Broad View Flood Beam mode.

The lights also have Fingertip Speed Focus Control™, another first from COAST. Users can keep one hand free while focusing the flashlight with just a thumb or finger by sliding the front bezel forward or back. They also feature the ingenious, COAST-exclusive Cyclone™ Heat Sink System that decreases heat buildup, facilitates maximum light output and increases LED lifespan.

- more -

COAST Rechargeables Shine at SHOT Show 3-3-3-3

COAST Products president David Brands says, “COAST’s HP7R and HP5R are part of our high performance line of rechargeable flashlights. At COAST, we’re constantly innovating and finding new ways to provide our customers with technological innovation unmatched anywhere else. Our rechargeable flashlights set a new standard with their flexibility, performance, ease of use and multiple recharge capabilities.”

COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 85 years, COAST is now a market leader in premium LED flashlights – developing innovative products trusted by everyone from the weekend warrior to the Navy Seals and soldiers in Iraq and Afghanistan. COAST’s technologically advanced products are safer and easier to use, while at the same time being extremely functional and enjoyable to own. COAST Products was founded as COAST Cutlery Company in 1919. Originally established to provide quality knives to the farmers, ranchers and workers of the Pacific Northwest, today COAST produces premium LED lighting products, including top-rated [flashlights](#), [headlamps](#) and [EAL](#) (emergency area lighting), as well as fine-crafted [knives](#) and world class [multi-tools](#). Every COAST product reflects an investment in skilled craftsmanship and quality materials and is backed by a COAST guarantee. COAST products are available from leading automotive stores and suppliers, home centers, hardware stores, professional outlets, sporting goods stores, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



– END –