

FOR IMMEDIATE RELEASE

Contact: Dan Harrell, The *Write Answer* for COAST Products
408-813-1897 / dan@writeanswer.biz

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

New Generation of Rechargeable LED Flashlights from COAST on Display at SHOT Show

Another suite of innovative products from the industry's leading professional LED light manufacturer. See COAST's new *Long Range Focusing Optics* at **Booth #15120**.

PORTLAND, OR, January 8, 2013 – When numerous customers asked [COAST Products](http://coastproducts.com) for a pro-quality, rechargeable flashlight, COAST didn't respond with a knee-jerk, me-too product. Instead, the company followed its commitment to new-product innovation and went back to the drawing board. A “good” rechargeable wasn't good enough; it needed to stand alongside the other outstanding product advances that have made COAST the industry's premier manufacturer of high performance LED lights.

The astounding results of that development will be on display during the Shooting, Hunting and Outdoor Trade ([SHOT](http://shotshow.com)) Show – at [Booth #15120](http://booth15120.com) from January 15-18 in the Las Vegas Sands Expo & Convention Center – as COAST shows professionals, retailers, dealers and the media its all-new line of rechargeable LED flashlights.

COAST will also be exhibiting a wide array of other new flashlights, as well as headlamps, lanterns, knives and multi-tools. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every professional, retailer and distributor in the sports and leisure industry.

New Rechargeable Flashlights – The Latest and the Completely New

COAST's goal is to design and build the best LED flashlights available, just as feature rich and dependable for everyday users as they are for the many law enforcement, military and fire and rescue professionals who praise COAST's products. The new rechargeable flashlights have attained that goal.



HP7R with pop-up USB charging port

COAST Exclusive Dual Power Charging System

Leading the (re)charge are five all-new LED flashlights – the **HP7R**, **HP5R**, **A25R**, **A22R** and **A9R**. They all (except the A9R) feature COAST's exclusive new **Flex Charge Dual Power Rechargeable System** – including the **ProTek Charging Port**, with a tail cap that pops up to reveal a mini USB port the charging cable plugs into. Not just extremely cool, there are no parts to lose and the system stays clean from dust and debris.

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

– more –

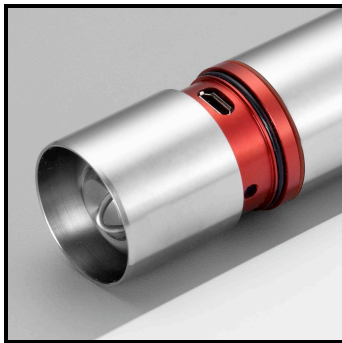
With these options, COAST provides the most flexible flashlight battery power and recharging system available.

Another Breakthrough – Long Range Focusing Optics from COAST

Many COAST flashlights, including the sleek, stainless steel A25R and the A22R 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. But law enforcement, emergency professionals, the military and sportsmen and women wanted a beam with the longest possible beam distance. COAST has responded with the all-new **Long Range Focusing Optic**, which is built into the HP7R and the HP5R. With the new optics, 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.

All four 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 all also have the ingenious, COAST-exclusive **Cyclone™ Heat Sink System** that decreases heat buildup, facilitates maximum light output and increases LED lifespan.

All four models are powered by rechargeable lithium ion battery technology, allowing them to produce incredibly powerful light output. All four lights feature both high and low output modes to conserve battery life, include the **Beam Lock™ System**, and have rear switches.



Exclusive COAST Charging System



COAST **A9R** Charging System



COAST **A25R** Rechargeable Flashlight

Not Just Brighter – Better Sleek A9R Completes New Rechargeable Line

The A9R is another unique product making its debut at the SHOT Show. Like all COAST stainless steel models, rechargeable or not, the A9R is impact and water resistant. It's the perfect pro penlight with a lithium polymer battery and the sophisticated **Pro-Flex Charging Cap** system that attaches to the head of the unit (see photo above). It shines a pure white inspection beam in a compact, seven-inch case that is only 3/8-inch in diameter.

The A9R and A25R will be available in January; the HP7R and A22R are slated for February delivery; and the HP5R is expected in April. Follow COAST at one of the social media channels below for the latest info.

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 outdoor specialty and sporting goods stores, automotive stores and suppliers, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



Follow us at...

– END –