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FARGASON OUTDOOR TECHNOLOGIES ANNOUNCES LAWSUIT SETTLEMENT WITH AMERISTEP, INC.

Fargason Outdoor Technologies, creator of the innovative and popular Tent Chair® hunting blind, is pleased to announce the settlement of its patent infringement lawsuit against Ameristep, Inc. involving its Tent Chair hunting blind products. Pursuant to this settlement, Ameristep now has exclusive rights to manufacture and distribute Fargason Outdoors' patented Tent Chair hunting blinds and ice-fishing shelters.

"We are thrilled about the partnership and the future growth of our companies," says Bill Fargason, President and CEO of Fargason Outdoors. "We couldn't be happier with the industry response the Tent Chair Blind has generated over the years, and are excited to move forward and continue to develop new outdoor and hunting products that are both innovative and functional."

The team at Fargason Outdoors has no plans of slowing down — the company will continue in the outdoor/hunting industry as a partner with Advantage Hunting, manufacturers of the rigid SCENTite Blinds and Quadpods as well as pursue innovative new hunting and outdoor products to bring to the industry. In addition, its ever-popular Fargason Tent Chair marketed towards a slew of outdoor activities from camping, tailgating and fishing to relaxing by the lake or on the beach — is currently a 'hot' item for outdoor enthusiasts of every stripe. In fact, the company has launched several new models in 2010 sure to resonate with sports fans, soccer moms and beach bums alike including the Tent Chair® "Sport" and the Tent Chair® "Jr".

Fargason Outdoors Tent Chairs are compact, light-weight and feature an integrated, weather-resistant canopy that shields you from wind, moisture and the harsh rays of the sun — while still allowing you to enjoy all of your favorite recreational activities. To learn more about the Fargason Tent Chair contact Fargason Outdoor Technologies, Inc., P.O. Box 36635, Birmingham, AL 35236 • Telephone: (800) 828-1554.

www.fargasonoutdoors.com.

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