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INDUSTRY LEADER LAUNCHES OFFICIAL FACEBOOK PAGE Outdoor Products® Keeps Customers On the Pulse Of The Latest Company and Product News Through Social Media

Outdoor Products® is known for its incredible array of high quality, ingeniously designed outdoor gear great for every activity from family camping to backpacking to urban travel. And now the company has blazed onto the social network scene with a fully integrated corporate Facebook page: <http://www.facebook.com/outdoorproducts1>. The custom new official page is packed with exciting information that will keep its fans updated with the latest product and company news, tips, contests and more.

Outdoor Products customers worldwide can now become fans in an official capacity online and keep tabs on the latest packs and accessories for outdoor enthusiasts. Along with the popular Facebook options such as wall posts, photos, etc., the dynamic new page will also be the host to monthly photo contests, special Facebook-only promotions and ongoing interactive discussion with its fans.

“We’re excited to launch a new way to keep the communication flowing to our growing fan base,” says General Manager Andrew Altshule. “With a social media platform like Facebook, our customers are going to be able to engage with us on a whole new level, and take advantage of promotions and contests created especially for Facebook.”

Outdoor Products has been creating outdoor gear that’s engineered to help enthusiasts pack smarter since 1972. The company’s amazing packs and accessories will keep up with your adventure in comfort, convenience and function, at an affordable price.

To learn more about the full line from Outdoor Products designed to keep outdoor enthusiasts comfortable and organized, contact Outdoor Products at 1919 Vineburn Avenue, Los Angeles, CA 90032 • Telephone: (800) 438-3353 • www.outdoorproducts.com.

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