

# NEWS OF OUR CLIENTS



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## **GEAR KEEPER® KEEPS YOU – AND YOUR GEAR – WELL CONNECTED!**

### **Leading Manufacturer of Retractable Lanyards Launches Official Interactive Facebook Page**

Gear Keeper®, the brand well known for creating high-quality retractable tether solutions for a wide range of industries from Fly Fishing to Industrial Safety, has recently stormed onto the social network stage with a fully integrated corporate Facebook page: <http://www.facebook.com/gearkeeper>. The informative new official page will keep its fans across the globe updated with its latest exciting product and company news as well as interactive communiqués with its audience through industry tips, techniques and exciting contests.

Now worldwide Gear Keeper users can become followers in an official capacity online, and keep tabs on both the brand and company happenings. Photo tabs on the dynamic new Gear Keeper Facebook page will include special albums for the Industrial, Safety, Hunting, Fire, Fly Fishing, Outdoor, Military and Law Enforcement markets – allowing global fans to stay up to speed on the latest happenings in all industries involved. Along with Facebook's popular options, including Wall posts and interactive discussion features, Gear Keeper has plans to roll out brand new video and multimedia page content to keep the news and action exciting and its followers in the mix.

“We appreciate our loyal customers and are excited to introduce a new way to keep the ongoing communication accessible to them,” says John Salentine, President of Hammerhead Industries. “That’s the beauty of social media platforms like Facebook for a brand like ours with such a diverse customer base. Now, they will be able to engage with Gear Keeper on a whole new level, and will benefit from special offers and amazing contests that are specially tailored for this page.”

For more information about the new Gear Keeper Facebook Page — or any of the company’s innovative retractable tether products — contact Hammerhead Industries, Inc. at 1501 Goodyear Avenue, Ventura, CA 93003 Phone: (805) 658 9922 • Fax: (805) 658-8833 • Or visit [www.gearkeeper.com](http://www.gearkeeper.com).

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