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CANYON COOLERS® BRINGS ON TWO NEW REP GROUPS **Mountain States Sports Marketing and Impact Marketing to Represent Canyon Coolers**

As part of its newly re-structured sales plan for 2015, Canyon Coolers® has brought on two new sales representative groups to aggressively sell the brands' growing line of ridiculously cold, seriously tough premium coolers in each of the groups' specialized markets. Mountain States Sports Marketing will sell exclusively to the shooting sports, sporting goods and outdoor retailers in the mountain states regions while Impact Marketing will take its sales force into archery shops across the west.


"We have an impressive product line, and the brand has made huge strides in the last few years. We're excited to take our sales strategy to the next level and partner with both Mountain States Sports Marketing and Impact Marketing to help further move the sales needle in these markets," said Jason Costello, president/CEO of Canyon Coolers. "Both groups have proven successful track records in the industry, and we're looking forward to a long partnership ahead."

Headquartered out of Windsor, CO, Mountain States Sports Marketing focuses exclusively on selling to the sports, sporting goods, and outdoor trade. With more than 30 years of experience representing some of the largest brands in industry, and several 'Rep of the Year' Awards under its belt, the company is poised and ready to increase sales for Canyon Coolers within its territories.

Impact Marketing will call on archery shops in the 11 western states of the country with the goal of growing the brand's sales within the archery industry and this targeted region. The group has a proven track record for hard work and sales results, helping to grow sales for well-known manufacturers in the archery industry like G5, Bohning, Rinehart Targets and Cuddeback. Their representation will prove to be a key factor in Canyon Coolers' new sales strategy for future company growth.

Canyon Coolers is renown for creating premium coolers that keep food and beverages ice cold for not just days, but weeks. Since its inception, the company has developed and enhanced seals, latches and other innovations while maintaining heavy-duty durability and insulating capabilities. Today, Canyon Coolers are regularly used by hunters, rafters, outdoor enthusiasts — and essentially anyone whose adventures are fueled by seriously cold refreshments.

To learn more about Canyon Coolers' full-line of premium, ridiculously cold and seriously tough coolers, contact Canyon Coolers at 555 S. Blackbird Roost, Suite 6, Flagstaff, AZ 86001. Telephone: 866-558-3267, canyoncoolers.com.

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