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CANYON COOLERS® ANNOUNCES NEW LOWER PRICING ACROSS ENTIRE LINE

Quality Design, Performance and Value Prevail in Company's New Price Structure

Canyon Coolers®, manufacturers of ultra tough and functional coolers intently designed for those who crave outdoor adventure, has announced a new lower price structure across its entire line of high performance coolers. Already in effect, the company has decreased its suggested retail pricing by 20% on every model it offers, delivering an average savings of \$100 per cooler, with the entry level Outfitter 22 quart coming in at just \$99 MSRP.

“Premium quality and overall value have always been at the forefront of our mission at Canyon Coolers, and we’re continuously striving to enhance both,” said Jason Costello, President of Canyon Coolers. “Our hope is that this new lower pricing makes high performance rotomolded coolers that were once unobtainable for many, now within reach, with no loss in quality, function and extreme ice-retention capabilities. We’re excited to see even more outdoor enthusiasts use our products as they venture the great outdoors,” he added.

While the price structure is new, the concept of excellent value on high-quality ice chests for Canyon Coolers isn’t, as the company has long offered a significantly lower price tag than competitors in the space without compromising smart design and function. This change means the gap in price compared to other brands is even wider now, allowing even more people to experience the outdoors with a cooler that’s both rugged and will keep ice for not just days, but weeks.

Canyon Coolers are incredibly rugged thanks to their quality, rotomolded construction. This rock solid build along with a host of premium security features earned the coolers an IGCB bear resistant certification (#3769), this means Canyon Coolers stand strong and keep contents safe even when put in the ring against a 300lb grizzly. Environmentally-friendly, pressure-injected HUNTX Foam insulation and air-tight seals ensure each Canyon Cooler delivers extreme ice retention in even the most challenging conditions. Other prominent features include a streamlined, squared-off design and flush recessed latches for smart packing; convenient tie-down points for securing to your boat or truck during travel; and a lifetime warranty, further guaranteeing your Canyon Cooler will be the last cooler you’ll ever need to purchase.

Canyon Coolers manufactures ridiculously cold, seriously tough coolers to keep food and beverages cold for not just days, but weeks. Ultra-tough in design from the drain plugs, latches, and handles these coolers are designed to take a beating from the hot sun and the hardest outdoor enthusiast in stride. Canyon Coolers are used by hunters, anglers, rafters, outdoor enthusiasts —and anyone else 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 866-558- 3267 or visit www.canyoncoolers.com.



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