



FOR IMMEDIATE RELEASE

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Contact information:

Kevin Corcoran

Coast Products

503-234-4545

kevinc@coastcutlery.com

**LED-LENSER V2 KEY FINDER AND PHOTONIUM II WIN
GOOD DESIGN 2004 AWARD**

Chicago Athenaeum Recognizes Two Coast Lights for Design Excellence

Portland, OR: Coast Products announced today that two lights, the V2 Key Finder torch and Photonium II have won the prestigious Good Design 2004 Award. Presented by the Chicago Athenaeum: Museum of Architecture and Design, the Good Design Award publicly acknowledges the best and finest new design and design innovation for products and graphics designed and manufactured from 2002 to the present.

Designed and engineered by Coast's partner Zweibrüder Optoelectronics in Germany, the Coast LED-Lenser V2 Key Finder is a hand-held light small enough to attach to a key chain, but it produces a tremendous radiant light. With either a white or blue light chip available, the V2 Key Finder is very versatile. The high-tech aluminum case is available in anodized silver, black, red or blue and includes an axially centered metal switch and a key ring attachment. The LED chip has a service life of 100,000 hours and will run for up to 200 hours on one set of batteries.

The LED-Lenser Photonium is much more than a highly functional desk or table top lamp, it is a perfectly shaped work of art. The German engineered and designed lights include a head containing the LED that is attached to the base with an elegantly curving wire that gives the appearance that the head of the lamp is floating or hovering. Producing a great deal of light, the Photonium is available in 63-cm (24.8 inches) or 33-cm (13 inches) heights.

Both of these products along with a complete line of LED-Lenser products, will be available from Coast in 2005.

About COAST

COAST Products is a family owned business that has been producing quality products since 1919. COAST Knives were first introduced by Henry W. Brands, Sr. to provide quality knives to the farmers, ranchers and working men of the Pacific Northwest. Now run by Henry's grandson David Brands, Coast produces COAST Sport knives and Multi-Purpose Tools as well as a full line of COAST Led Lenser lights, including Turbo Torches, Tek Torches and Tac Torches. Coast also manufactures licensed products under the brand names Eddie Bauer and Columbia Sportswear. In addition, Coast is the exclusive distributor and licensee of Puma Knives in North America. Puma knives have been made in Solingen, Germany for over 200 years. Together COAST and PUMA represent almost 300 years of manufacturing expertise.