



FOR IMMEDIATE RELEASE

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Coast Introduces Power Transformation Technology (P.T.T.) Torches
Two lights now available take advantage of new technology

Portland, OR: Coast Products is pleased to announce the introduction of Power Transformation Technology. Coast's P.T.T. torches take advantage of exclusive light chip technology to produce the most brilliant light emitting diode (L.E.D.) flashlight beams on the market today.

Power Transformation Technology makes it possible to run a Digital Power Light Chip (DPLC), which is approximately 25 times brighter than a standard LED, with less battery power. P.T.T. uses an electronic circuit to increase the power of the batteries to produce unmatched light. The combination of the DPLC with our patented Prism Reflector System produces a beam that is focused, brilliant, and unmatched by any other handheld torch of similar size.

Coast's first torch to take advantage of this technology is the P.T.T. Magic. The Magic has a 1.25 watt L.E.D., which requires 4.5 volts of energy to power. The two C cell batteries in a P.T.T. Magic torch produce 1.5 volts each, for a total of three volts. The P.T.T. takes those three volts and transfers the power to create the 4.5 volts required to power the light chip. The Magic is seven inches in length, and has a solid aluminum casing with a tactical style rear on-off switch.

The newest light in this line is the P.T.T. Digi-Tac 1, which uses the digital power in Coast's popular tactical torch casing. It also has a 1.25 watt L.E.D., but is runs on a single AA battery. The P.T.T. technology boosts the 1.5 watts from an AA battery up to the 4.5 watts required to run the light. Measuring just four inches in length and 11/16ths in diameter, the Digi-Tac is among the brightest lights of its size available. The Digi-Tac comes in either black or silver brushed aluminum or stainless steel casing with a rear on/off switch.

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.