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## **For Immediate Release:**

### **THE NEW MINI-SHOCKLE™ OBSOLETES THE BUNGEE CORD!**

HOOD RIVER, Ore. – January 31, 2005 –. Flimsy bungee cords are a thing of the past! What are SHOCKLES™ you ask? They're a combination of double-strength shock cord, strong tubular nylon webbing, and anodized marine-grade carabiner fasteners on each end. They are unbelievably strong, secure, versatile, quick and easy to attach, safe, and extremely durable. The clever utilitarian design of the Mini-SHOCKLE™ is easy to grip and great help for gloved, older or younger hands. Bye-bye bungees.

There are scores of possible everyday uses for Mini-SHOCKLES: around your home, traveling, camping, fishing, boating, biking, and especially for storage purposes. Keep things in their place! Rather than using an ordinary unreliable bungee cord that can come unhooked or easily break, use a sturdy trustworthy Mini-SHOCKLE. They are ideal for securing your gear or bikes onto a rack. Hook them on the back of your bike, motorcycle or ATV to bring along your essentials. Use Mini-SHOCKLES to secure flapping tents, tarps, and awnings; also to stop the annoying noise. No job is too big or too small! You'll be amazed at how often Mini-SHOCKLES come in handy.

Mini-SHOCKLES are industrial strength. Load tested to 600lbs, they stretch to twice their static length. The tough resilient cover stands up to abrasion, UV damage, and won't be easily cut or worn. Mini-SHOCKLES can be clipped to gear, rings, and rails, or back to itself for securing around larger objects. Unlike old fashion bungee hooks, the carabiners will hold up in salt water. They won't rust, corrode, bend, or accidentally unclip. Mini-SHOCKLES are available in 4 lengths (6" - \$8.45, 12" - \$8.95, 18" - \$9.45, and 24" - \$9.95) and 4 color choices (Blue, Red, Silver, and Black).

If you want to secure it, cinch it, and silence it --- the Mini-SHOCKLE is your choice. Why trust your gear to anything less?

*The SHOCKLES® product line is distributed by Simply Brilliant, LLC, an innovative firm specializing in the design and development of unique and useful home, outdoor, and marine products based in Hood River, OR, USA. Mini-SHOCKLES, along with our other Simply Brilliant Products, are available online at [www.shockles.com](http://www.shockles.com) and better marine & outdoor stores. Contact us at: [Info@shockles.com](mailto:Info@shockles.com) or 888-557-6464.*

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**HI-RES photos available at: <http://www.shockles.com/press/photo-gallery.cfm>**