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## For Immediate Release:

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

HOOD RIVER, Ore. – December 8, 2004 – Simply Brilliant has taken the versatility, durability, and user friendly features from its SHOCKLES line and applied them to a new performance series, the Mini-SHOCKLES™. Flimsy bungee cords are a thing of the past. Mini-SHOCKLES are 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, quick and easy to attach, safe, and extremely durable. Bye-bye bungees.

Outdoor enthusiasts will find scores of possible uses for Mini-SHOCKLES when fishing, boating, camping, biking and having general outdoor fun! Use them to secure your gear on your car, in your boat, and around the campsite. Hook them on the back of your bike, the front of your kayak, or on your backpack. Enjoy the great outdoors in peace and quiet when you use Mini-SHOCKLES to secure and silence flapping tents, tarps, and awnings. 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 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 ordinary 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 boating 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>