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## For Immediate Release:

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

HOOD RIVER, Ore. – September 30, 2005 – 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. Crummy bungee cords are a thing of the past. Mini SHOCKLES are combination of double-strength shock cord, strong tubular nylon webbing, and anodized marine-grade carabiner fasteners on each end. Mini-SHOCKLES are unbelievably strong, secure, quick and easy to attach, safe, and extremely durable. Bye bye bungees.

Kayakers and rafters will find scores of possible uses for Mini-SHOCKLES. Use them to secure your gear on your car, in your boat, around the campsite, as guy lines for your tent. Best of all, you can use them to secure gear in your inflatable kayak or raft and not have to worry that they will loosen if the tubes get soft (or tear out a D-ring if the tubes expand too much in the sun). They even work with dogs to keep them out of trouble. No job is too big or too small! You'll be amazed at how often Mini-SHOCKLES come in handy.

Mini-SHOCKLES are tough. Load tested to 1,000 lbs, they stretch to twice their static length. The super strong 2500 lb. test nylon cover stands up to abrasion and UV damage and won't be easily cut or worn. Mini-SHOCKLES can be clipped to gear, rings, frames and rails, or back to itself for securing around larger objects. Unlike standard bungee hooks, the carabiners hold up in salt water and won't rust, corrode, bend, or come accidentally detached. 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.

*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 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>**