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## Press Release:

October 23, 2004

For Immediate Release: **Mini-SHOCKLE™**

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

The patented Mini-SHOCKLE is a combination of double-strength shock cord, strong tubular nylon webbing, and anodized marine-grade carabiner fasteners on each end. Mini-SHOCKLES are unbelievably strong, quick and easy to attach, and extremely durable. Use a Mini-SHOCKLE when an ordinary bungee cord just won't do the job.

Every sailing enthusiast will find a multitude of uses for Mini-SHOCKLES including: coiling and hanging lines, cords, and hoses; silencing a banging halyard; securing boat hooks, spinnakers poles, and other gear to the deck; securing a cooler or barbeque to the rear stanchion; tethering a fishing rod to prevent it from getting dropped in the water or yanked out of your hand; and a general purpose tie-down for securing gear in the cabin, in lockers, and on deck. No job is too big or too small to help keep you boat shipshape! You'll be amazed at how often the Mini-SHOCKLES come in handy.

Mini-SHOCKLES are marine-tough. Load tested to 1,000 lbs, they stretch to twice their static length. The tough 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, 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. 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>**

