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November 1, 2005

**CONTACT:** REI Public Affairs (253) 395-5958**FOR IMMEDIATE RELEASE:****REI Outdoor Experts Checked their List Twice for Top Holiday Gift Picks**

Santa still has the final say, but for the hottest gift tips for outdoor adventurers, he turns to the gear-laureates at Recreational Equipment, Inc. (REI) – a national retail cooperative providing quality outdoor gear and clothing. Whether enticing kids to get into the outdoors or gearing up for the next family ski trip, REI's Expert Gift Picks will surely bring a smile to any hiker-biker-climber-paddler-snowhound-globetrotter on your shopping list.

Some of REI's favorite hot-for-holiday gift picks are highlighted below, but all gift recommendations will be tagged Expert Gift Picks on REI.com and at REI retail stores nationally.

**Send the Gear-Heads Spinning**

- Atlas Snowshoes (\$169.95-\$179.95) feature durable, stainless-steel 8-Trac™ toe crampons to make each step more secure and efficient, while molded arch supports offer comfort for longer hikes. Because women's snowshoeing has increased 163 percent in the last five years, Atlas also offers the 822 Elektra Snowshoes (\$169.95) just for her.
- REI 45L UL Pack (\$110) is the featherweight champion of the outdoor world. REI experts designed this sleek and ultra-light pack because they know that light and fast hikers will do almost anything to shed extra bulk off their packs—without sacrificing comfort, of course.
- Giro Nine.9 Audio II Ski Helmet (\$129) is for those ready to rock the mountain—with all-mountain performance and protection—not to mention killer tunes. Stay in touch with snowboard buddies without having to fumble for the phone or walkie-talkie by plugging either or both into the unit.

**Family Fun this Winter and Beyond**

- Kids' Novara Dirt Rider SS 20" Bike (\$199) is sure to jump-start all of the future Lance Armstrongs. The great thing about this bike is that it can be purchased online and delivered with minimal assembly required.
- Camper's Dream Ice Cream Maker (\$29.95) is a perfect treat for kids and adults alike. After a day of climbing, paddling or hiking, simply load ingredients into the ball and

roll, toss or shake. And voilà!, in 20 minutes, a pint of delicious ice cream will be ready to enjoy.

- Kids' Little Bear Spiderman Snowshoes (\$24.95) are designed so kids can join their parents in venturing deep into snowy wonderlands far beyond the playground. More than just a toy, these snowshoes offer exceptional durability and an adjustable fit that will see them through several seasons.

### **Savvy Gadgets for Techies-at-Large**

- Highgear Axis Wrist-Top Computer (\$150) is a one-stop-information-shop with built-in compass, altimeter, barometer, thermometer and watch, oh my! It does just about everything, just about anywhere. Prove your "MacGyver" status during the next ski trip with the guys.

- Garmin Forerunner™ 301 & 201 (\$299.95) features an easy-to-read display on the wrist unit and a chest band that monitors heart rate. A "personal trainer" plans workout sessions, counts calories and stores information, including heart rate, time, distance, speed and altitude.

### **Performance Apparel for Winter Wonderers**

- REI Taku Jacket (\$189) offers the latest seamless technology to win Outside magazine's 2005 Gear of the Year award. The hybrid jacket is ingeniously crafted, stretchy, lightweight, waterproof/breathable and suited for multi-sport adventures, whether on the slopes or urban pursuits.

- REI Gossamer Jacket – Men's & Women's (\$149) and Vest (\$99) is a no-brainer for those who ever wished they could wear their sleeping bag. With a Pertex® Quantum ripstop nylon shell, the jacket is lightweight, offering a silky softness that enhances the insulation's loft.

- Novara Stretch Fleece Bike Jersey – Men's & Women's (\$70) boosts mobility while offering warmth, high breathability and superb moisture management. This is a perfect jacket for cyclists who refuse to hibernate when temperatures drop.

### **Great Gifts for the Globetrotters**

- Eagle Creek Switchback Max ES 25" Wheeled Pack (\$295) converts to a backpack and features a removable daypack for side trips in a matter of seconds. Ideal for the busy traveler.

- REI Inside Passage Wheeled Luggage (\$165-\$185) doubles as a portable chest-of-drawers and is perfect for the can't-leave-home-without-it packer. Featuring a wide book-style opening and expander option, this bag will hold a change of clothes for every day—with room to spare.

- REI Transit Day Bag (\$60) is for those wanting to operate an mp3 player, cell phone and PDA all at the same time. Designed with the tech-savvy in mind, it offers a zippered compartment to hold a padded laptop case and a front flat pocket to store everything but the kitchen sink.


### **Last Minute Stocking Stuffers**

- Can't figure out what to get this holiday? For last-minute shopping needs, order an Electronic REI Gift Card as late as Christmas Eve and have it ready for next-day smiles.

### **About REI**

REI is a national outdoor retail cooperative, committed to inspiring, educating and outfitting for a lifetime of outdoor adventure. Founded in 1938 by a group of Pacific Northwest mountaineers seeking quality equipment, REI is today the nation's largest consumer co-op with more than 2.5 million active members. REI offers products from all of the top brands

for camping, climbing, cycling, hiking, outdoor cross training, paddling, snow sports and travel, including its own line of award-winning gear and apparel. While anyone may join or shop at REI, members pay a one-time \$15 fee and receive a share in the company's profits through an annual member refund based on their purchases. REI currently operates stores in 25 states, two online stores—[REI.com](http://REI.com) and [REI-OUTLET.com](http://REI-OUTLET.com)—and an adventure travel company, REI Adventures. A portion of REI's profits is set aside each year for support of environmental stewardship and outdoor recreation causes, through volunteerism, gear donations and financial contributions.

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