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North American Gear teams with Pale Morning Media

RIVERTON, WYOMING (July 9, 2007) – North American Gear LLC (N.A. Gear), distributors of Origo® performance watches and Primus® camping equipment, has selected Pale Morning Media LLC as their public relations agency of record.

Located in the foothills of the Wind River Mountains, N.A. Gear was founded in 2004 by former president and CEO of Brunton, John Smithbaker, with the goal of bringing premium international brands to the North American outdoor markets.

N.A. Gear currently distributes two award-winning brands for outdoor enthusiasts: Primus, a Swedish innovator of multi-fuel camping stoves, lanterns and cookware; and Origo, makers of sleek and stylish cross-performance watches with integrated weather, navigational, altimeter, and chronological features.

As the exclusive North American distributor of both brands, N.A. Gear has a solid reputation in the core markets, and plans to deliver additional products to keep outdoor enthusiasts at the peak of their game.

“The chance to work with John and the growing N.A. Gear brand is one that I’m proud to be a part of,” said Drew Simmons, president & founder of Pale Morning Media. “Their commitment to quality outdoor gear and a diverse outdoor audience is one that I truly support.”

Pale Morning Media was founded in 2001 as a product publicity, public relations and communications firm specializing in the outdoor world. Today, Pale Morning Media is based in the Mad River Valley of Vermont, and works with national and regional clients on a project and retainer basis.

Current Pale Morning Media clients include Kelty, Smith Optics, Ahnu Footwear, G3 Genuine Guide Gear, Horny Toad apparel, Northern Outdoors adventure resort, and the FlyFishing Retailer trade show.

In addition to providing full service public relations representation, Pale Morning Media is the creator and exclusive user of Media Kit 2.0™ -- a paperless, blog-friendly, online “press room” which embraces the rapidly changing web 2.0 environment and eliminates the unnecessary waste that results from traditional paper press kits. Pale Morning Media provides significant additional client exposure by producing in-studio gear & fashion tips for RSN Resort Television, a national television network seen in more than 100 mountain and beach destinations across the country; and by publishing WickedOutdoors.com, an outdoor lifestyle weblog.

ABOUT PRIMUS: An outdoor gear innovator for more than 100 years, Primus creates premium backcountry equipment for true outdoor enthusiasts. The Primus collection includes stoves, lanterns, cookware and headlamps. Primus is distributed in North America exclusively through NA Gear (www.nagear.com).

For more information, please contact Scott Kaier at Pale Morning Media, scottk@madriver.com, 802.583.6070.

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