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## **Primus EtaExpress joins elite team of outdoor innovators with Men's Journal 'Gear of the Year' award**

*Profiled in the magazine's December 'Best issue, Primus' cutting edge camp stove gets national praise for lightweight hyper-efficiency*

LANDER, WYO. (November 6, 2007) – Sleek, sexy and powerful, the 2008 Primus EtaExpress backpacking stove has joined an elite cadre of outdoor innovators as a winner of a Men's Journal 'Gear of the Year' award.

"When it comes to both burning hot and packing light, the EtaExpress blows away its competitors," reads the Men's Journal write up.

Honored in the December issue of Men's Journal ("The Best Issue"), Primus also will be included in the 'Gear of the Year' awards ceremony scheduled for later this month at the Explorer's Club in New York City.

"We're honored to receive such a fantastic award," said John Smithbaker, president of North American Gear, exclusive distributor of Primus stoves. "We have high hopes for the EtaExpress, and this is an exceptional way to launch yet another Primus innovation."

Built on the foundation of the high efficiency Primus EtaPower EasyFuel, the Primus EtaExpress is designed for maximum fuel efficiency as their lightest, and most compact backcountry stove to date.

Designed as a system, the EtaExpress includes a 1 Liter heat exchanger pot, lid that doubles as a fry pan, stove, and windscreen. All components, including a 230-gram gas canister, pack easily into the pot, making the EtaExpress easy to pack and carry.

**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](http://www.nagear.com)).

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