



Explorer les sommets de la légèreté.

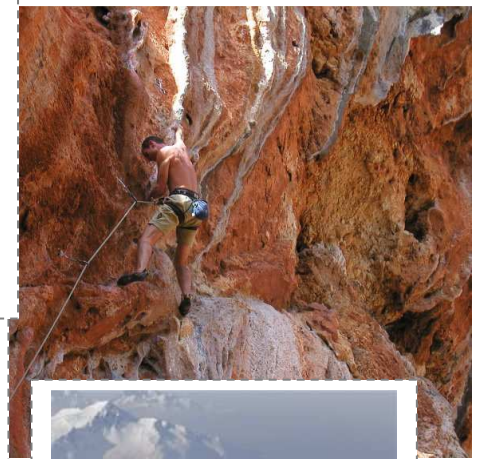
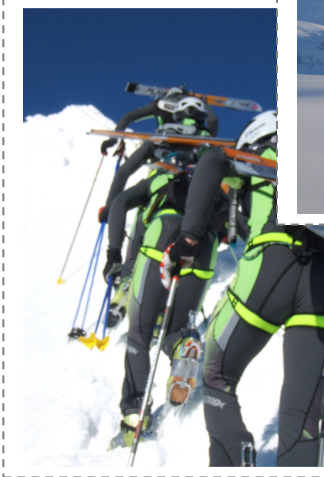


Press Release
OUTDOOR 2009



CiLAO

Ultra-light harnesses and rucksacks



CiLao, a small company in the ascendant...

A French company located in **the French Alps**, CiLao has, since 2003, **become the specialist in ultra-light climbing harnesses and rucksacks.**

All CiLao products are designed according to the same philosophy:

- Create ever lighter and more refined products without compromising comfort and resistance
- Streamline the equipment eliminating all that is superfluous
- Make a mark with innovations acclaimed in the field

Having deliberately opted to keep **production in Europe**, CiLao prides itself on delivering the response and the quality its customers demand.

Our innovations

Since their launch, **the OZ harnesses** from Cilao have become the benchmark for the ultra-light market thanks to our unique **self-carrying and buckle-free design**. So light and no hindrance at all - you can completely forget it's there - they are an indispensable item of **safety** equipment for all climbers and mountaineers.



OZ 22 EXPERT
145 g



iZi 33
725 g / 33 litres

Along the same lines, **the rucksacks** are gaining ground thanks to their exclusive **carrying concept, the air-go concept** (CiLao patent): **double-strand straps** providing exceptional comfort and stability (weight distributed across the two strands). They come with a whole range of ingenious iZi accessories including straps and additional pockets.



air-go concept
by CiLao

Close-up of the new products for 2009

Harnesses:

- Weighing just **82 grammes**, the OZ 22 ULTRA-RACE is the **lightest harness on the market**. It is specially-designed for disciplines where every gramme counts: expeditions, ski-mountaineering and adventure racing.



82 g

OZ 22 ULTRA RACE

- **Highly ergonomic** concept for climbing sports, the OZ X4, weighing just **255 grammes**, is the lightest harness in its category. Made from **Dyneema**, it combines light weight, compact design and comfort.



255 g

OZ X4

Rucksacks:



- The iZi 80, weighing just **1190 g** for 80 litres' capacity, will satisfy even the most demanding mountaineers on long-distance expeditions.
- Ingenious extra: option to fit a **rucksack for the final ascent**, the Xpé, which serves also as compression sack for a sleeping bag and weighs just **280 g**.



And not forgetting:

- A co-branding programme with ROSSIGNOL SKIS to optimise safety in the sport of free-ride that has given rise to **the integration of the CiLAO harness into free-ride pants**. The Harness Pant, marketed by Rossignol from September is already an Ispo 2008 award-winner.

Some references

- **A 40% of the guides** have chosen CiLao products.
- The American Special Operation Forces use CiLao harnesses.
- CiLao is in technical partnership with the "Guides du Mont-Blanc" in Chamonix (AIGMB).
- Team: Manu Gaidet, three times world champion of free-ride, Fabien Dugit, 10 best climber of the world and **gold medal at France Championship difficulty climbing** with the OZ 22 Race ...



Distribution

- After its successful launch in France, and establishing its presence via a network of retailers in France, Switzerland, Great Britain and also Sweden and Germany, **CiLao is looking to expand across the whole of the Alps** working with outlets keen to **stand out from the crowd**.



**CiLao will be at the OUTDOOR 2009 show
Hall B2, Stand 220**

**Presse contact:
Gilles POSSOZ**

Tél : + 33 687 943 241

Fax : + 33 450 027 545

gilles@cilao.com

Sarl CiLao

398, route des grands champs – BP 24 - 74334 POISY Cedex – France

www.cilao.com