

# Press Release

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FOR IMMEDIATE RELEASE  
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## ReechCraft Announces Revolutionary New Tree Stand

**FARGO, ND — November 6th, 2008 —** ReechCraft announced immediate availability of the new TreeTram tree stand. The revolutionary new tree stand will enable hunters to reach all new heights on the hunt. The TreeTram tree stand combines safety, power and portability into one affordable package.

"It's a rare occurrence that a product comes along with the potential to revolutionize a market segment within a given industry for years to come," said ReechCraft's chief engineer Jason Solhjem. "With its new affordable power technology, the TreeTram has that potential."

For years, hunters have continued to "get by" using the current tree stand technology, that relies on the hunters ability to climb a tree or a ladder regardless of physical ability, desire or level of safety consciousness. The three most popular tree stands include hang-on tree stands, climbing-type stands and ladder stands. While each one of these stand options has useful attributes, any improvements that have been made do not address pertinent issues, such as, age and ability.

TreeTram's patented design incorporates the best features of the three tree stand options, and merges them into one affordable product. The TreeTram allows anyone, at any level, to hunt from the vantage point of a tree. TreeTram is an ultra-portable tree stand that can be transported quickly and placed against virtually any tree. Crafted of durable aluminum and steel, the TreeTram will safely transport you and all of your gear up to 15' in less than 60 seconds.

The TreeTram is ideal because it improves the overall safety for young and old hunters by allowing them easy access from the ground. This amazing technology enables hunters with physical limitations to continue to do what they love to do...hunt.

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