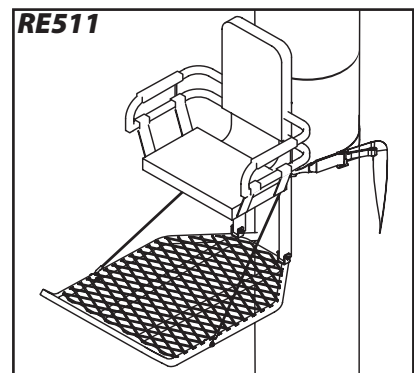
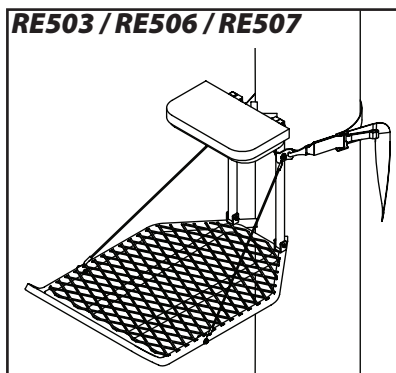
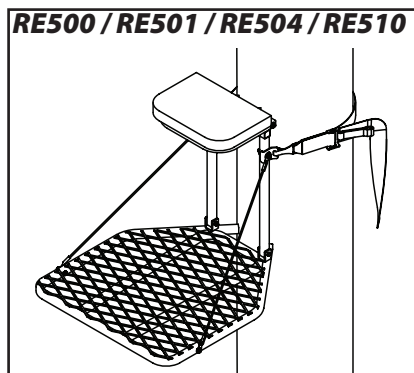


FOR IMMEDIATE RELEASE
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CONTACT: Joseph Miller
EMAIL: joseph.miller@ardisam.com
PHONE: 1-800-345-6007

RIVERS EDGE® TREESTANDS, INC. ANNOUNCE RECALL TO REPLACE PART OF TREESTANDS THAT PRESENT A SERIOUS SAFETY RISK

CUMBERLAND, WI - Rivers Edge® Treestands, Inc. announces a recall that includes Big Foot, Lite Foot and Baby Big Foot "hang-on" treestands. The recall pertains specifically to 14,000 units produced in 2012 that do not meet manufacturer specifications and therefore present a serious safety risk. It has been determined the strap hook assembly on some of these products are defective and could fail, causing the treestand and user to fall to the ground. Rivers Edge Treestands, Inc. has received one report of an incident with no injuries having been reported to date and is issuing the recall as a necessary response. Product numbers affected by this recall include: RE500, RE501, RE503, RE504, RE506, RE507, RE510 and RE511.



Rivers Edge treestands are used primarily for bow and rifle hunting. All recalled "hang-on" treestands are constructed of metal with dark grey powdercoat paint finish. Treestands are equipped with black straps with white stitching. The seats are camo and black and feature a yellow Rivers Edge logo. See above images for configurations of each specific product.

Models affected by this recall were sold nationally at various sporting good stores, including, but not limited to: Gander Mountain, Scheels All Sports, Orscheln - Farm & Home, Mills Fleet Farm, Blain's Farm and Fleet and Rogers Sporting Goods. The products ranged in price from \$40 to \$130. Any treestand purchased from May 2012 through August 2012 must be checked to see if it is included in the recall.

Consumers should immediately stop using recalled treestands. Owners who have purchased one of the models listed above should go online to **www.riversedgesafetyrecall.com** or call the toll-free number at **1-866-527-9690** for directions to verify whether or not their product is in the recall.

REMINDER: This recall only includes products manufactured in 2012. Only stands bought between the dates of **5/1/2012 and 8/31/2012** are affected by the recall. Anything purchased after or before those dates is safe for use.

Rivers Edge Treestands, Inc. apologizes for any inconvenience this recall puts on the consumer and promises to make this process as smooth as possible.