



AMERICA'S FINEST UMBRELLAS SINCE 1947

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**BRING SHEDRAIN® HOME FOR THE HOLIDAYS THIS YEAR**  
*~ Umbrellas are Hot Holiday Gifts this Season ~*

PORTLAND, OR, September 6, 2006 – What was once old is new again. *ShedRain®*, the nation's leading umbrella company, is proud to introduce its new "retro" holiday umbrellas – sure to make a splash with any gift recipient. These special throw-back items include a holiday line of super-thin compact umbrellas and a *Sixteen Panel* stick umbrella offered in a variety of fashion prints, including one of the hottest current fashion trends – animal prints.

The super-thin compact umbrellas from ShedRain make the perfect gift for just about anyone on the ol' holiday gift list. Sporting a definite retro feel with its silver baked enamel handle, this special lightweight holiday umbrella comes in a box that is easily wrapped by any gift giver. The umbrella delivers a 40-inch arc of weather protection, yet automatically opens and closes to 10.5 inches. The hot colors for these holiday umbrellas are pink carnation, placid blue, willow, black and cheetah.

The *Sixteen Panel* stick umbrellas are offered in two designs. The first features showcases alternating panels of animal print. Shoppers can select from the multi-animal print in black and white or the cheetah print pattern in brown and black. The automatic open stick umbrella features a 16-panel nylon cover, uni-chrome steel frame, metal shaft, hook handle and button-closure tie strap. Or if an animal print is not a shopper's style, the second design features a solid color umbrella with a five-inch patterned border around the rim. Color patterns include *Bohemian* (black with floral border), *Black Dot* (black with black and white polka dot border) and *Geo Square* (rust with geometric square, multi-colored border). This automatic open umbrella provides a protective arc of 47 inches and has an all-steel construction, hook handle and button-closure tie strap.

The boxed super-thin compact umbrella and *Sixteen Panel* umbrellas are available in department and specialty stores nationwide. Manufacturer's suggested retail prices are \$25 for the super-thin compact umbrella and \$25 for the Sixteen Panel umbrella.

"These umbrellas will make the perfect holiday gifts for anyone who loves all things 'retro,'" said Jeff Blauer, executive vice president, business development for ShedRain. "These umbrellas are ideal for people on the go, who also want to make a stylish statement."

For additional information or product images, please contact Angela Fisher (404-819-4917, [abrfisher@comcast.net](mailto:abrfisher@comcast.net)) or Kirstin Kendall (800-722-RAIN, [kirstink@shedrain.com](mailto:kirstink@shedrain.com)).

*Please note: ShedRain® is a trademark of ShedRain Corporation.*

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**About ShedRain**

**S H E D R A I N   C O R P O R A T I O N**

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ShedRain®, a third-generation, family-owned company, is in its 59<sup>th</sup> year as the leading expert in the umbrella and raingear industry. Founded in 1947 by the Blauer and the Liebreich families, ShedRain today boasts the best distribution in the umbrella industry. With customers such as Nordstrom, Neiman Marcus, Marshall Field's, Dillard's, Bloomingdale's and Macy's, ShedRain makes private label brands for some of the nation's largest retailers such as Brookstone, Eddie Bauer, Banana Republic, L.L.Bean, Timberland and GAP. Headquartered in Portland, Oregon (the rainy Northwest), ShedRain also has a Fifth Avenue showroom in New York, product development and quality assurance offices throughout Asia and a comprehensive online presence at [www.shedrain.com](http://www.shedrain.com). ShedRain offers a lifetime warranty on all its umbrellas and leads the industry with its innovation, style and service. ShedRain has received numerous awards and accolades from retailers such as Marshall Field's for the highest award in shipping excellence, *Consumer Reports* for best umbrella, *Dateline/NBC* for best waterproof fabric, *New York Magazine* for "Best Bets" umbrella and *The Wall Street Journal* for top wind umbrella – to name a few. After a two year mission to find the premier umbrella manufacturer for quality, innovation and styling, The Weather Channel® selected ShedRain as their exclusive umbrella and raingear supplier.

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