



AMERICA'S FINEST UMBRELLAS SINCE 1947

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GROUND-BREAKING "WALK SAFE" UMBRELLA DESIGNED TO SAVE LIVES

PORTLAND, OR, April 4, 2007 – ShedRain® -- the nation's leading umbrella and raingear manufacturer – is proud to unveil one of its most innovative product designs in the company's 60-year history. The new *Walk Safe* safety umbrella features a reflective pedestrian crossing caution symbol on its "safety-yellow" canopy and has reflective binding around the canopy's edge. By directing the opened umbrella at approaching motorists, pedestrians can deliver an important message, "I'm here. You can see me now."

The *Walk Safe* umbrella was developed in conjunction with Kim Carlson, NWDA Transportation Committee Chair following the death of Sara Cogan, a Portland resident and personal friend of ShedRain® owners, the Blauer family. On a rainy night Ms. Cogan was struck and killed by an automobile in a pedestrian-oriented neighborhood. The driver simply did not see her. The Northwest District Association requested the assistance of ShedRain® in designing and producing a product that would help promote pedestrian safety. The result was the *Walk Safe* umbrella.

"Carrying the *Walk Safe* umbrella is a new way for pedestrians to take safety into their own hands," said Jeff Blauer, executive vice president of business development for ShedRain®. "The ShedRain® design team wanted to do something that was innovative and effective – more than merely producing a bright yellow umbrella."

Adding to the safety elements of this product, the umbrella provides four clear, see-through panels to assist with visibility. "Pedestrians can see approaching cars while carrying the umbrella. This is a tremendous benefit," added Blauer.

The *Walk Safe* umbrella costs \$20 and is available for consumer purchase at www.rainshop.com. A child-sized version of the *Walk Safe* umbrella will be available this fall – just in time for the kids to head back to school.

For additional information, images or a product sample of the *Walk Safe* umbrella, please contact Angela Fisher (404-819-4917, abrfisher@comcast.net) or Kirstin Kendall (800-722-RAIN, kirstink@shedrain.com).

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

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About ShedRain

ShedRain®, a third-generation, family-owned company, is entering its 61st 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

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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. 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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