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Thermacell Launches New MR450 Handheld Repeller

BEDFORD, Mass. (July 26, 2016) – Thermacell Repellents, Inc., a leading manufacturer of area mosquito repellent products, introduces its new MR450 Handheld Repeller. The MR450 applies decades of consumer usage and feedback to enhance the Repeller over its predecessors.

Thermacell has built its reputation with a cult-like following among outdoorsmen and outdoorswomen based on its ability to clear an area of mosquitoes and blackflies creating a 15’ x 15’ zone of protection. Dousing in DEET can be sticky, smelly and can ruin equipment, but the Thermacell no spray repellent technology creates a zone of protection by dispersing repellent the air. The repellent is virtually odorless and silent, making protection from insects undetectable and unobtrusive.



“The Thermacell MR450 continues our legacy in repellency, as well as combining must-have features that our dedicated users have asked for,” said Adam Goess, Thermacell hunting marketing manager. “Whether you are deep in the woods, on your boat or in the backyard, this product is tough enough for any adventure.”

Features of the new MR450 include a zone of protection indicator that allows users to visually confirm the Repeller is up to temperature and establishing the mosquito zone of protection. Additionally, the indicator light will turn off alerting the user that the Repeller needs attention such as running out of fuel.

The new accessory mounting system located on the back of the MR450 allows the seamless attachment of a variety of mounting accessories including belt clips and the new multipurpose clamp. These accessories allow a stable and versatile mounting solution.

The improved design of the MR450 also includes a new rubber armoring, giving it the feel and function of an essential piece of outdoor gear. The armoring provides a confident grip and also deafens the sound when the Repeller is set down or transported. The MR450 will be available at major retailers starting spring 2017

and has a MSRP of \$34.99.

MR450 Features:

- Rubber armored
- Zone of protection indicator
- Accessory mounting system
- Reengineered grill
- Ergonomic design



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- Repels mosquitoes, black flies and other flying insects
- Thermacell products create a 15' x 15' zone of protection in minutes that lasts for hours
- Includes 3 original repellent mats lasting four hours each, providing 12 total hours of repellency
- Uses Thermacell butane cartridge refills for mosquito repellent function; each cartridge lasts up to 12 hours
- Silent, virtually odor-free, no open flame
- Repellent is a copy of the natural repellent found in chrysanthemum flowers

About Thermacell Repellents, Inc.

Headquartered in Bedford, MA, Thermacell Repellents, Inc. designs, manufactures, and markets area mosquito repellent products that create a 15' x 15' Zone of Protection from mosquitoes, black flies, and other flying insects. Thermacell products use allethrin, a copy of the natural repellent found in chrysanthemum flowers and are lightweight, silent, and virtually odor free. Thermacell products can be found at most outdoor, sporting goods, home improvement, and mass merchant retailers in the U.S. and are also available internationally in more than 25 countries. For more information on Thermacell and its complete line of repellent products visit <http://www.thermacell.com/media> or call 1-866-753-3837.