

New Years Greetings

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2012 was a big year for us at Six Moon Designs. Our sales grew significantly for both our direct sales and our Retailers. International sales more than doubled over the last year.

Interest in our Cuben Fiber products far exceeded both our expectations and our ability to meet the demand. In the coming months we hope to upgrade our facilities so that we can handle an increase in production of our Cuben Fiber products and add more products to the mix.

Last year we upgraded our Lunar Solo shelter and the response to the changes has been overwhelmingly positive. We're significantly increasing our production of that shelter.

Visitors to our website will note a few changes in the prices for 2013. We're happy to announce a \$35 reduction in the price for the Lunar Solo from \$235 down to \$200. Unfortunately there have been some significant price increases in the Cuben Fiber products. When we initially released the Cuben Fiber Skyscape X and Haven, they were priced artificially low. First we had no idea about the level of interest in the products. Second we didn't anticipate a significant interest from the retail channel.

We've raised the price of our Cuben Fiber products so that our Retailers will have enough margins to make it worthwhile. Even with our price increase, you'll find our price significantly lower than similar offerings in the Retail channel.

Just to let you know, we're not resting on our laurels. The last 5 months we've been hard at work on a new product line. We think these new products will have a significant impact on the future of lightweight backpacking. We hope post additional details toward the end of January. The products will be available later in 2013.

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