

# Prairie Sales, LLC

PRESS RELEASE

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## Tailgaters will Fire up More than Grills this Season

An innovative, portable heated chair warms up cold weather outdoor activities

*Prairie Sales, LLC, introduces the tempachair™ - the world's first portable, heated outdoor chair, featuring patent-pending technology designed to take the bite out of cold temperatures.*

Nashville, Tennessee- September 24, 2009 Outdoor enthusiasts will no longer have to pile on the layers of blankets and extra clothing to endure open air activities during cooler temperatures in late fall and early spring seasons. The tempachair™ provides comfortable, welcomed warmth for up to 4 hours at a time through a micro fiber heating element sewn directly into the chair's seat.

Utilizing a patent-pending process, the embedded heating element is warmed by a portable rechargeable lithium-ion battery, reaching a cozy temperature of 140F that is sure to keep fans warm even during the most chilly weather conditions. The tempachair™ is ideal for tailgaters, campers/RVers, and parents cheering on their child's team during those frigid Saturday mornings.

The potential market for the chair just with the parking lot crowd is enormous. According to a national survey taken by the American Tailgaters Association, there are at least 20 million participants in tailgating-related activities, who typically spend between \$200-\$500 each year on non-food related product purchases.

"My son's baseball team starts playing in late March," said Gary Heskje, President of Prairie Sales, LLC, developers of the chair, "and some of those early games are quite chilly, especially at night. The Company created the tempachair™ for the needs not only of tailgating participants, but of sideline sports-watching fans and soccer moms everywhere."



tempachair™ portable heated chair

The tempachair's™ quality aluminum-frame construction ensures long-term enjoyment. A large side tray table with over-sized thermos mug holder, along with 3 side storage pockets, makes the chair the perfect choice for enjoying any outdoor activity. A UL-approved charging unit is also included with the battery.

Whether it's before the big game this Fall, camping in the chilly mountain air, or watching kids' sports, the tempachair™ is sure to make any chilly outdoor activity a warm occasion.

### About Prairie Sales, LLC

A Nashville-based product development company, specializing in unique niche furniture items designed with portability and functionality in mind. The company encourages customers to Keep Warm and Stay Outside™.

For more information about Prairie Sales, LLC, or the tempachair™, please contact:

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