

## **New GameDay Tailgate Table™ is Lightest Available for Hitch Receivers**

Columbia, MO. 5/01/06: When in route to your next tailgate party or outdoor adventure, you need a table that is fast and easy to setup. The GameDay Tailgate Table is half the weight of other bulky competitors-making it the perfect solution for tailgate parties, RVing, camp outings, soccer games or even on the jobsite.

The GameDay Tailgate Table is made by Boone Outdoor Hardware, which markets these tables in the broader tailgating and outdoor markets. This is the first receiver-mounted table available that has the ability to hold such a heavy payload (about 50lbs.), while maintaining such a light stature. Other receiver-mounted tables not only are quite a bit heavier, but they also retail for considerably more. The GameDay Tailgate Table is available at retail in the range of \$109-\$129.

The GameDay Tailgate Table is also very unique in the fact that it is made to fit both 2" and 1 ¼" vehicle hitch-receivers. Almost all tables available currently, are made only to fit 2" receiver hitches.

### **In addition to the above, the GameDay Table boasts the following features:**

1. Nearly 1,000 square inches of granite-textured, solid table surface
2. Supports up to 50lbs. of assorted food & beverage items
3. 2 table height adjustment options (DINING & BAR HEIGHT)
4. Lightest hitch-table available at under 23lbs. (only table to ship under OS1)
5. **The only tailgating table that comes standard with a custom-fitted vinyl cover to protect it while in transit**

Lee Betty, Boone's Director of Sales and Marketing states, "We love to explore in the outdoors ourselves, but felt like there was no table available that offered the same features that we could incorporate. We are proud to introduce an innovative product like this one that opens this category up to a much wider market of consumers. No where can you find a product like this one that offers all of the same features and value."

"Our customers are excited too. We are really excited about the feedback we've received from them."

### **About Boone Outdoor Hardware:**

BOH designs, manufactures and markets innovative products for the adventure-oriented consumer within the broader Outdoor Industry. They pride themselves on producing new and exciting concepts that today's retailers and consumers are looking for.

*"Store & Explore Adventure Gear"*

**End:**