



THE OUTDOOR COMPANY TAKING CREDIT FOR THE SOCIAL NETWORKING PHENOMENON? WELL, MAYBE A LITTLE.



What would W.C. Coleman say if

he learned that his legendary

Coleman® lantern would somehow be the inspiration for millions of people connecting, instant messaging and giving constant updates on social networking sites?

We don't think that he'd be surprised

one bit.

Our legendary stoves have been feeding the need to connect with others for generations.



When you see a picture of a bunch of old friends

on a camping trip, look closely, and you'll no doubt see a legendary Coleman® lantern, a green Coleman®

stove or even one of our tents in there.

Famous for finding friends in the woods. The inspiration for finding them on the Internet. } And just

like on a social networking site, those people

are doing their fair share of connecting and sharing.



To us, the only difference between a campsite and



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a social networking site is one you do online and the other you do when you don't want to shower for a few days. To get started networking, social or otherwise, go to www.coleman.com today.

THE COLEMAN CAMPSITE.



The Outdoor Company™

THE ORIGINAL SOCIAL NETWORKING SITE.