



Media release

March 16, 2011

Masport Pledges Donation to Red Cross Earthquake Appeal for Christchurch

Masport, in conjunction with other Tiri Group New Zealand companies, has today announced a corporate donation of \$125,000 to the New Zealand Red Cross 2011 Earthquake Appeal, established to provide relief to the thousands of Canterbury residents affected by the devastating earthquake of February 2011.

Established more than a century ago, Masport NZ Limited began as a family owned manufacturing company and has become synonymous with good quality, reliable outdoor equipment for generations of New Zealanders.

The General Manager of Masport Limited, Steve Hughes, says the decision to make a corporate donation to the New Zealand Red Cross 2011 Earthquake Appeal was founded on a desire to help the residents of Canterbury rebuild their lives and focus on the future.

“The events in Christchurch have touched us all as New Zealanders, as we felt that by making a monetary donation to the Earthquake Appeal we were able to provide support from afar to our fellow Kiwis in Canterbury,” says Hughes.

For more information about Masport, visit www.masport.co.nz

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Written on behalf of Masport NZ Ltd by [Impact PR](http://www.impactpr.co.nz). For further information or images, please contact Fleur Revell-Devlin fleur@impactpr.co.nz (ph. 021509600) or Mark Devlin, mark@impactpr.co.nz (ph. 021509060).

Notes to editors:

About Masport Limited:

Masport NZ Ltd started as a family owned manufacturing company in 1910 in Auckland, New Zealand. Over the years the Masport brand has become a symbol for good quality, reliable outdoor equipment for generations of New Zealanders. Masport's mission is to be a leading manufacturer and distributor of consumer outdoor power equipment and patio lifestyle products in its chosen markets worldwide. Masport products have been developed and refined in the tough outdoor environment of Kiwi and Australian backyards. With a surge in demand from international markets the company has re-positioned itself to become a quality provider to the global outdoor equipment market.