

**MEDIA CONTACT**

Stella Peterson
High Sierra Sport Company
stella@hssc.com
(847) 876-7248

COMPANY FACT SHEET

Founded: 1978 (as H. Bernbaum Import & Export Company)

Chairman: Harry Bernbaum

President: Hank Bernbaum

Address: 880 Corporate Woods Parkway, Vernon Hills, IL 60061

Telephone: (800) 323-9590

E-mail: customerservice@highsierrasport.com

Web site: www.highsierrasport.com

Employees: 50

Retailers: 1,500

Corporate Accounts: 2,250

Brands: High Sierra, Sierra Expedition, Sierra Sport, Georgian Bay

Product Lines:

A.T. Gear Access (adventure travel line)	Next Level
A.T. Gear Classic	Level
A.T. Sierra-Lite	Lumbar Packs
A.T. Q	M2
Business Cases	RSX
Cordura Duffels	Ski & Snowboard bags
Cove Island™	Travel Packs
Cross-Sport Duffels	U.S. Ski and Snowboard Team
Day Packs	Wheeled Bookbags
Hydration Packs	Wheeled Duffels
Internal Frame Packs	Yoga bags

Sponsorships:

U.S. Ski and Snowboard Team	World Alpine Ski Championships
Children's Memorial Foundation	World Disabled Ski Invitational (supporting the
Jimmie Huega Snow Express for MS	National Sports Center for The Disabled)

Memberships:

Advertising Specialty Institute (ASI)	Snowsports Industries America (SIA)
American Center for Design (ACD)	Specialty Advertising Association of Greater New
American Institute of Graphic Arts (AIGA)	York (SAAGNY)
Color Marketing Group (CMG)	Sporting Goods Manufacturers Association (SGMA)
National Association of College Schools (NACS)	Sun Valley Ski Education Foundation
Outdoor Industry Association (OIA)	Travel Goods Association (TGA)
Promotional Products Association International (PPAI)	

Ownership: Privately held by Harry Bernbaum and Hank Bernbaum

COMPANY HISTORY

Late 1940s	Harry Bernbaum buys surplus Army supplies and sells them to wholesalers and retailers.
Early 1950s	Unknown man brings aluminum canteen to Harry Bernbaum and he places an order. Military canteen is in such great demand that Harry Bernbaum tries to locate supplier and finds out he has passed away and his wife threw out all his business records. Harry Bernbaum locates “Made in Osaka” on shipping crates and writes a letter to Osaka Aluminum in Osaka, Japan. Harry Bernbaum receives a reply inviting him to visit the company in Japan.
1958-68	Harry Bernbaum starts and grows Seaway Importing Company, specializing in mass merchant sporting goods items.
1969	Harry Bernbaum sells Seaway Importing to U.S. Industries, stays on as president for several years.
1971	Harry Bernbaum takes son, Hank to Far East in final years of his running Seaway Importing.
1978	Harry Bernbaum begins exporting Levis to Japan to raise capital for new company, H. Bernbaum Import & Export Company.
1979	Hank Bernbaum joins H. Bernbaum Import & Export Company, which is later renamed High Sierra Sport Company to better align it with its outdoor product lines. Harry and Hank Bernbaum establish the vision for High Sierra – to provide the consumer with a high-quality, price value alternative.
1985-86	High Sierra establishes manufacturing contracts for canvas bags with Chinese companies. At same time, the company is shipping Dupont Cordura to Asia and producing high-grade outdoor backpacks with USA-made materials.
1985-86	Popularity of cotton canvas bags initiates entry into luggage business. Due to large production capacity, High Sierra secures private label business for many leading companies, including G.H. Bass, J. Crew and Eddie Bauer. Outdoor tents are key items in outdoor business.
1986	High Sierra expands into foul weather gear market with High Seas Foul Weather Gear line.
1985-86	High Sierra’s product lines include luggage, outdoor gear, foul weather gear, jackets and private label.
Early 1990s	High Sierra begins to streamline its focus and product lines.
Mid-1990s	High Sierra expands its overseas manufacturing contracts.
1997 – 1999	High Sierra introduces new product lines tailored to adventure travelers, winter sports and sailing enthusiasts. Company also enters into event sponsorship programs, including the American Ski Classic, National Offshore One Design race series, Ford King of the Mountain, Jimmie Hueva Express Series and U.S. Disabled Ski Team, and becomes the official licensee for Vail Resorts logo fleecewear.
2000 – 2001	High Sierra expands its adventure travel lines and successfully introduces new day packs and wheeled book bags. The Endeavors line is re-introduced with the signature S.U.T. (Savvy Ultimate Traveler) design and a variety of versatile products for active lifestyles.

COMPANY HISTORY cont.

- 2002 High Sierra partners with the United States Ski & Snowboard Association to become an official supplier to the U.S. Ski Team. The two-year agreement calls for HSSC to produce customized backpacks, boot bags and wheeled duffels for the athletes, whose rigorous travel schedules require durable, efficient and easy-to-use luggage. High Sierra also introduces its Endeavors Executive line. This collection of products utilizes the S.U.T. design concept with a streamlined design and black color scheme.
- 2003 High Sierra develops three new ski and snowboard lines – 200 Series (redesigned), DR (Diamond Ripstop) collection and A.T. Gear Access. The 2003 day packs are unveiled and four mini day packs are introduced. High Sierra announces its entry into the hydration and technical pack markets with seven hydration packs proven to out-perform competitors' products and eight internal frame packs ranging in size from 25 to 75 liters. Seven lumbar pack styles also are introduced. High Sierra's best-selling collection for the past three years – A.T. Gear – is completely redesigned and renamed A.T. Gear Access.
- 2004 High Sierra adds their sponsorship agreement with the U.S. Snowboard Team. The company is now an official bag supplier for both the U.S. Ski and Snowboard Team. The 2004 day packs are unveiled in 21 new and redesigned styles. High Sierra develops seven new models for the U.S. Ski and Snowboard team, which are available to consumers. The company also introduces five new lines which include the RSX, M2, Cross Sport Duffels, Wheeled Backpacks and Cove Island™
- 2005 High Sierra continues their sponsorship agreement with the U.S. Ski and Snowboard Team. The 2005 day packs and XP are unveiled. High Sierra develops new models for the U.S. Ski and Snowboard team, which are available to consumers. The company also reintroduces five new lines which include the RSX, M2, Cross Sport Duffels, Wheeled Backpacks and Cove Island™
- 2006 High Sierra continues their long-standing sponsorship agreement with the U.S. Ski and Snowboard Team. The company enters into a new market - Yoga bags and its unique design of Travel Packs. A.T. Gear Access is redesigned into the AT Sierra-Lite collection. High Sierra develops new luggage models and unveils Level. The company also reintroduces new styles of Cross Sport Duffels and its 2006 Day Packs.
- 2007 High Sierra renegotiates sponsorship agreement with the U.S. Ski and Snowboard Team. The company redesigns its new Ski and Snowboard bags. ATQ collection is officially launched into the market and High Sierra develops new 2007 Day Packs and Wheeled Book bags.
- 2008 High Sierra celebrates its 30 year anniversary. The company partners with the World's Greatest Travelers to become an official supplier. The agreement calls for HSSC to supply duffels and wheeled luggage. In 2008, High Sierra's products did exceptionally well and performed great in 10 countries across 4 continents. The company redesigns its new Internal Frame Packs as well as its Ski and Snowboard bags. High Sierra develops new 2008 Day Packs.
- 2009 The company partners with the Live the Dream to become an official supplier. The company adds to its new Internal Frame Packs collection as well as its Ski and Snowboard bags. Next Level is officially launched into the market and High Sierra develops new 2009 Day Packs and Wheeled Book bags.
- 2010 The company partners with the LUNA Chix Pro Team to become an official supplier. The company adds to its new Internal Frame Packs collection as well as its Ski and Snowboard bags. AT GO is officially launched into the market and High Sierra develops new 2010 Day Packs.



FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Stella Peterson
High Sierra Sport Company
stella@hssc.com
(847) 876-7248

**High Sierra Sport Company and LUNAbar
Team Up To Support LUNA Chix Pro Team**

VERNON HILLS, IL– High Sierra Sport Company, a manufacturer of innovative bags and luggage, announces a partnership with the LUNA Chix Pro Team as their official supplier of travel bags. Through this partnership, High Sierra will provide the LUNA Chix Pro Team luggage, backpacks, hydration packs and messenger bags.

The Team LUNA Chix Pros are the top ranked women's mountain bike team in the world with two Olympians in 2008. The LUNA pros are part of the larger Team LUNA Chix program comprised of groups of women in their local communities who swim, play, run or ride as often as they can. From moms to single women; business owners to freelancers; casual sports enthusiasts to competitive athletes, Team LUNA Chix support each other through learning a new sport, developing skills, training and most importantly, having fun.

"High Sierra is committed to producing thoughtfully innovative bags and luggage that appeal to the intelligence and esteem of the active lifestyle and outdoor consumer," said Stella Peterson, pr director for High Sierra Sport Company. "The LUNA Chix Pro Team is an excellent vehicle to expose women throughout the world to sports and to encourage them to get outside and play."

"High Sierra understands and actively supports athletic endeavors as evidenced by their support of high-profile teams like the LUNA Chix and U.S. Ski Team. High Sierra provides us with the dependable, quality luggage, and sound piece of mind knowing we won't ever have to deal with blown-out zippers while we're running through the airport in Brussels. Their commitment to product excellence speaks for itself and we are proud to welcome aboard High Sierra as the Official Supplier of Travel Bags of LUNA Chix Pro Team," says Dave McLaughlin, team general manager for LUNA Chix Pro Team.

In addition to training and racing, the LUNA Chix Pro Team actively participates to raise awareness and donations for the Breast Cancer Fund, a non-profit that seeks to identify and eliminate environmental and other preventable causes of breast cancer.

For more information on the LUNA Chix Pro Team, please visit Teamlunachix.com.

About High Sierra Sport Company

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

The official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit www.highsierrasport.com.

###



MEDIA CONTACT:

Stella Peterson
High Sierra Sport Company
stella@hssc.com
(847) 876-7248

FOR IMMEDIATE RELEASE:

UNDER EMBARGO UNTIL THURSDAY, JULY 21, 2009

**HIGH SIERRA LAUNCHES NEW PRODUCTS
AT 2009 SUMMER OR SHOW**

VERNON HILLS, Ill. (July 21, 2009) – High Sierra Sport Company, a manufacturer of innovative bags and luggage, is showcasing its new AT GO luggage, Internal Frame Packs, and its new Day Pack collection. The complete product lines can be viewed today **-booth number 36085-** at the Outdoor Retailer Winter Market held January 21 -24, 2009 in Salt Lake City, Utah.

High Sierra, the official bag and luggage supplier for the US Ski and Snowboard team, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals. It's the smart choice in durable, functional backpacks, duffels and wheeled luggage.

Brand new for 2010 the company will feature:

59201 Summit 45

For the serious hikers, the Summit 45 outdoes the competition. It contains a top-load main compartment of 45-liters, along with a gusseted drawstring closure and adjustable top lid. Additional features include a front-load sleeping bag compartment with divider; padded backpack straps, with adjustable load-lifters, is constructed with Vapel™ mesh Airflow™; single, contoured aluminum frame bar can be adjusted to fit the shape of your back; molded foam back panel with Airflow™ channels to keep your back cool and dry; adjustable waist belt, with Vapel™ mesh Airflow™ padding, wicks moisture; webbing daisy chain on both sides; internal hydration reservoir sleeve and dual exit ports for tube (reservoir not included); removable media pocket is attached to the backpack strap; adjustable sternum strap stabilizes pack and soft lashing hardware holds ice ax/hiking poles.

Size: 27" x 14" x 7.5"

Price: \$79.99



54402 Wilder

Wilder has a large, multi compartment design. It has a padded computer sleeve that holds most 17" (screen size) notebook computers (max. size 16" x 11" x 1.625"). Additional features include deluxe organizer with zippered mesh pocket, pen pockets and key fob; large mesh side pockets hold a beverage or other gear; easy-access MP3 player pocket with customized, zipper-stop headphone port also holds sunglasses or other necessities; S-shaped shoulder straps have comfortable VAPEL™ mesh AIRFLOW™ padding with COLLAR-COMFORT edge; open mesh shoulder strap cell phone/media pocket offers even more storage; comfortable padded back panel; front panel zippered slash pocket holds extra gear;

and convenient grab handle.

Size: 19" x 13.25" x 9.25"

Capacity: 2380 cubic inches

Price: \$39.99

-more-

59501 Appalachian 75

The Appalachian 75 is the perfect pack for a long hiking trip. It features a 75-liter top-load main compartment with a gusseted drawstring closure under the lid. Additional features drop-bottom sleeping bag compartment with divider; Ergo-Fit™ shoulder harness, with adjustable load-lifters, is constructed with Vapel™ mesh Airflow™ and high-density foam padding; molded foam back panel with Airflow™ channels to keep your back cool and dry; side and bottom compression straps secure gear; internal hydration reservoir sleeve and dual exit ports for tube (reservoir not included); removable media pocket is attached to the backpack strap; front access to the main compartment; adjustable sternum strap stabilizes pack; soft lashing hardware holds ice ax/hiking poles; mesh pockets hold 1000ml water bottles and tuck-away rain cover, stored in a bottom pocket, also protects the pack when checked for air travel.



Size: 28.5" x 15" x 7.5"

Price: \$119.99

AT504 Carry-On Wheeled Computer Upright

The Carry-On Wheeled Computer Upright has a special built-in, high-density foam structure that helps maintain the bag's shape while minimizing weight. Additional features include large main compartment, with book-style opening and interior clothing hold-down straps, expands 2.5" for additional storage capacity. The Upright also has a separate compartment with padded sleeve protects most 17" (screen size) notebook computers; maximum computer size: 18" x 12" x 1.75"); zippered divider panel, between front and main compartments, can be rolled up and easily secured to create one large compartment.; upper front pocket holds airline tickets or travel necessities for quick-access.; lower front pocket has a business organizer with cell phone pocket, zippered mesh pocket and key fob; tow-strap, for attaching an extra bag, and an identification holder hide-away in a back pocket; breathable-mesh bottle pocket hides away flat in a zippered side compartment; recessed, telescoping aircraft aluminum handle system with locking mechanism; inline skate-style wheels, in protective corner mounted housings with unique integrated bridges that keep the bag rolling true; kick plate between the wheel housings protects the bag from abrasion; SURE-GRIP handles tuck down flat when not in use; reflective piping for added safety. *For photos, please see booth number 36085.

Materials: 1680 Denier Duraweave,® Metallic Mini-Weave, 900 Denier Duralite®

Sizes: 22" x 13.5" x 9" expands to 11.5"

Price: \$129.99

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit www.highsierrasport.com. PR Contact: Stella Peterson, (847) 876-7248

About High Sierra Sport Company

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

The official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit www.highsierrasport.com.

###