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MEDIA ALERT

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For Immediate Release:

**American Flyer Re-Invents Brand & Will Show At
The 2011 Travel Goods Show in Chicago IL.**

Paterson, NJ; American Flyer has been hard at work this past year re-inventing their brand. Launching a new logo, social networking sites, staying on top of fashion trends, and new concepts. American Flyer is gearing up to take on their luggage industry competitors with fresh new takes on travel-ware.

On March 6-8th American Flyer will reveal new lines at The 2011 Travel Goods Show (TGA) held this year in Chicago, IL. The Travel Goods Show is the largest travel goods & houseware show in the county where the TGA will represent distributors, manufactures and retailers of luggage and travel accessories.

Invitees include importers & exporters of backpacks, computer bags, travel clothing, shoes & luggage to name a few. This event is open to all buyers from dot com's to major retailers including the general public. Vice President of American Flyer Celia Liang says "This event gives us the opportunity to showcase all our hardwork from the past year it gives us the chance to see and hear outside perspectives on our products." You can stop by American Flyers booth 627/727, March 6-8th at McCormick Place, Halls C1 & C2 2301 South Lake Shore Drive, Chicago IL 60616.

American Flyer was founded in New York, New York, and has been a leader in the luggage industry since 1987. Over the past 40 years AF has expanded into a dynamic company, with growing creativity, and innovative style. Holding numerous patents and constantly looking to improve traveling, American Flyer is an industry pioneer. Over the years AF has built a team of experts who are committed to designing and producing high quality luggage that fits every lifestyle. For more information contact Amanda Lada or visit www.americanflyer.com.

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