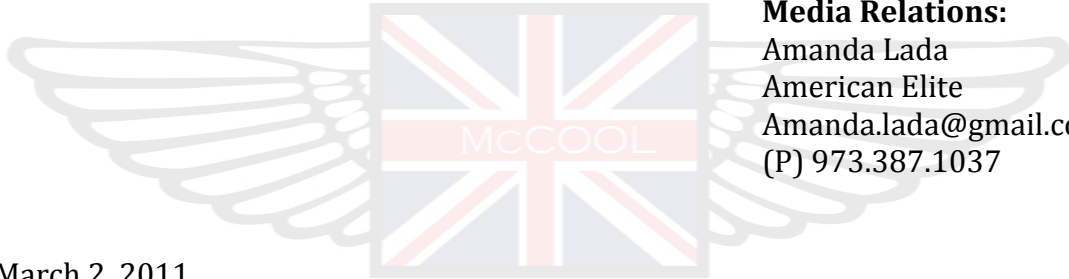


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## **MEDIA ALERT**



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For Immediate Release:

### **Alistair McCool Drops In At The 2011 Travel Goods Show.**

Paterson, NJ; New comer to the luggage industry Alistair McCool (AMC) will be showcasing brand new urban inspired adventure gear. AMC's e<sup>2</sup> Extreme & Continental Collection's mission are to provide the contemporary consumers with bags both wearable and functional for any high tech lifestyle.

These pieces range from boardroom appropriate to boardpacks one can ride the slopes with. "These collection's are so cool, we had to name them that way. " Said Parkson Liang AMC's Creative Director. We have found a way to combine adventure style bags, and recreate them to be geared towards the modern consumer and their high tech lifestyle. This line is for avid sportsmen all the way to IT professionals; one day they're surfing the waves of Hawaii or Skateboarding the streets of NY the next they are in the office."

On March 6-8<sup>th</sup> Alistair McCool will reveal its e<sup>2</sup> Extreme & Continental Collections 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. You can stop by the Alistair McCool booth 627/727, March 6-8<sup>th</sup> at McCormick Place, Halls C1 & C2 2301 South Lake Shore Drive, Chicago IL 60616. The Alistair McCool line will be available to ship on April 20, 2011.

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For more information on Alistair McCool contact Amanda Lada or please visit [www.alistairmccool.com](http://www.alistairmccool.com)