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BRIGGS & RILEY RE-LAUNCHES TRANSCEND COLLECTION

Travel brand debuts updated collection, giving leisure travelers stylish and durable luggage options

Hauppauge, N.Y.—March 22, 2010—Briggs & Riley Travelware, the favored brand of demanding travelers, is pleased to announce the re-launch of its popular Transcend Collection designed for the active leisure traveler. The restyled collection will be available July 10 at more than 500 specialty luggage stores in North America, in select Bloomingdale's stores in the United States, and online at www.briggs-riley.com.

Transcend provides a relaxed functionality that is perfect for any trip, from a weekend getaway to a month-long vacation, and boasts a 10-15% weight reduction across its 12 redesigned styles. The collection silhouette has been updated to reflect a clean, modern, monochromatic design, with durability remaining a differentiator amongst others in its class. Through the company's proprietary Tuff-lite™ outer fabric, each bag exhibits unparalleled strength and abrasion resistance.

"Briggs & Riley gives sophisticated travelers the solutions they need to transition stress-free from one destination to the next," said Jim Lahren, vice president for marketing at Briggs & Riley. "Traveling should be about the experience, not the process. The modern silhouette and contemporary design of the new Transcend Collection will resonate with leisure travelers who have come to expect both performance and style from Briggs & Riley."

The Transcend Collection features 12 new styles, including cabin bags, carry-on and large-wheeled Uprights® and duffels, priced from \$39 to \$389. In addition to the 10-15% weight reduction, this redesigned line also boasts:

- **HangRound™ Garment Hanger System**—This unique system enables garments to be placed higher in the garment sleeve, creating fewer wrinkles by using a lower fold line.
- **Tuff-lite™ Outer Fabric**—Allows for exceptionally strong, abrasion resistance while insuring that each bag is lightweight and soft.
- **Quick-Release Clip**—Handy feature that lets travelers attach a second bag to a rolling Transcend upright bag in just seconds.
- **Hide-Away Cargo Net**—Travelers have quick access to frequently-used items.
- **Outsider® Pocket**—A useful extra pocket located on the rear exterior of the bag for easy storage and access to small—but essential—travel documents, personal electronics and reading materials.

As with all Briggs & Riley products, Transcend features:

--more--

- **Outsider Handle**—Provides travelers ease-of-mind with their packing by providing a bar-free interior for wrinkle-free flat packing.
- **Simple as that[®] Warranty:** Industry leading warranty that guarantees all Briggs & Riley products for life, regardless of the source of damage.

The re-launched Transcend Collection will be available in two colors: Rainforest and Sunset and in the following styles:

Transcend Toiletry Kit, TT110, \$39

Transcend Rolling Cabin Bag, TUC115, \$229

Transcend Deluxe Garment Cover, TG124, \$139

Transcend 19" Carry-On International Upright, TU119, \$279

Transcend 20" Carry-On Expandable Wide-body Upright, TU120XW, \$299

Transcend 22" Carry-On Expandable Upright, TU122X, \$299

Transcend 24" Expandable Upright, TU124X, \$349

Transcend 27" Expandable Upright, TU127X, \$389

Transcend Cabin Duffel, TC118, \$139

Transcend 32" Jumbo Duffel, TD132, \$225

Transcend 27" Dual Compartment Wheeled Duffel, TUD127, \$339

Transcend 30" Wheeled Duffel, TUD130, \$309

For more information about the redesigned Transcend Collection, visit www.briggs-riley.com/whats-new/.

About Briggs & Riley Travelware

[Briggs & Riley Travelware](http://www.briggs-riley.com) is dedicated to building a lifelong relationship with its consumers by fulfilling all of their travel needs. The company's wide variety of innovative, high-quality luggage and business cases match smart design and exclusive features, with maximum durability and superb value. Briggs & Riley backs all of its products with the best-in-the-industry Simple as that[®] lifetime performance guarantee, a guarantee that even covers damage caused by an airline. Please visit www.briggs-riley.com for a full list of the latest products and store locations, and follow us on Twitter at [Twitter.com/briggsandriley](https://twitter.com/briggsandriley) for announcements on specials, promotions and new products.

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