



A brand within the Thule Group

## FOR IMMEDIATE RELEASE

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## **DOUG MATTHEWS ANNOUNCED AS NEW PRESIDENT OF CASE LOGIC** *Matthews to Continue Legacy of Growth and Innovation Following the Retirement of Tom Sandler*

**LONGMONT, Colo., April 28, 2009** – Case Logic, a brand within the Thule Group, is pleased to announce the appointment of Doug Matthews as business area president of Thule Organization Solutions and the Case Logic brand, effective May 1. Tom Sandler will step down as president on May 1, prior to his retirement on July 1.

Sandler joined Case Logic in 2004 as the company's CEO, assuming responsibility for its worldwide operations. During the five years that followed, Sandler navigated Case Logic through a number of financial and organizational challenges to solidify its position as the leading innovator of organization solutions. As a result of Sandler's leadership, Case Logic benefited from a more stable financial structure and a renewed culture of innovation and creativity that has led to the company's current success.

"Tom Sandler's outstanding leadership has transformed Case Logic into a well-organized and profitable business," said Anders Pettersson, CEO and president of Thule Group. "Tom's ability to strengthen the organization and re-balance the portfolio has led to substantial organic and market share growth for the Case Logic brand."

Under Sandler's guidance, the Case Logic brand was re-positioned and its product lines significantly diversified, allowing the company to reach new consumers and appeal to a broader market. Case Logic's product lines have expanded into camera cases, laptop and business cases, health and mobility solutions, backpacks and luggage. These achievements earned Case Logic the Thule Group's 2008 Company of the Year Award in February and have built momentum for Case Logic's continued progress.

"The past five years have been wonderful, and I feel honored to have worked with the talented, dedicated and inspiring people who continue to make Case Logic successful," said Sandler. "Throughout my time with the company, our focus has been on creating innovative, diversified products to meet the needs of today's consumers and the increasingly mobile lifestyles they are leading. I am confident in Doug's ability to carry this legacy forward and guide Case Logic towards an even brighter future," he said.



*A brand within the Thule Group*

Doug Matthews' previous experience as Case Logic's senior vice president of sales and marketing affords him an understanding of the company's domestic and global operations that will allow for his seamless transition to a new role as president. Matthews has a long and solid commercial and business background, with 20 years of experience in the consumer electronics accessory sector and expertise in all areas of product development, manufacturing, sales and marketing. Matthews also directly managed Case Logic's sales to the largest retailers and OEM corporations in the United States, Europe and Asia markets.

"As he moves on to the next phase of his life, Tom leaves us with a legacy of leadership, innovation, stability and success," said Matthews. "We will continue to take steps as a company to maintain the financial strength he established and foster a culture of creativity and innovation that has led to a new era of success for Case Logic."

### **About Case Logic**

This year, Case Logic celebrates its 25<sup>th</sup> anniversary as a pioneer within the organization solutions industry. Case Logic began in Boulder, Colo., in 1984, with one simple goal: to create a solution for cassette tapes rattling around on the floor of the car while traveling to the ski slopes. Today, Case Logic offers more than 350 innovative products as an industry leader committed to developing and delivering intelligent organization solutions for the ways people live.

The company continues to create unique and intuitive products designed to transport, organize and protect everyday essentials. Today, Case Logic develops and distributes portable and home storage accessories for CDs, DVDs, portable electronics, laptops, cameras and camcorders, automotive organization, luggage and travel essentials to customers across the globe.

Case Logic is owned and operated by Thule, the world leader in Sports and Utility Transportation. Thule delivers solutions for active families, professionals and outdoor enthusiasts wanting to transport their equipment by vehicles safely, easily and in style.

For more information about Case Logic and its products, please visit [www.caselogic.com](http://www.caselogic.com).

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