



Eagle Creek Signs New Rep Group Lagniappe Sports

San Diego CA, Feb 28, 2011 – Eagle Creek, the leading maker of adventure travel gear, luggage and travel accessories, announced today the hire of Lagniappe Sports to represent the brand in the luggage channels of Texas, Arkansas and Oklahoma territories.

Equipped to support Eagle Creek's aggressive sales growth strategy, Lagniappe Sports has provided representation for brands such as Teva, Wenger Swiss Army, Royal Robbins apparel, Katadyn and Princeton Tec. The group has over 20 years combined experience selling to a wide range of distribution channels and a proven track record of long-term commitment to the brands they represent.

"Sean Marmion of Lagniappe Sports will be a nice addition to the Eagle Creek team in the TX, OK, LA and AR territory," said National Sales Director Luggage Julie Hoffman. "He will exceed our customer's expectations in growing their business with his background in providing superior sales and customer service."

About Eagle Creek

Eagle Creek's unique systems and intuitive designs are the smart choice. Its focus on simplification and preparedness means a traveler arrives confident and ready for fluid movement from destination to destination. Founded in 1975, the California-based brand defined the adventure travel gear category, introduced the first convertible backpack on wheels, and is revolutionizing the way people pack with the Pack-It™ System. In 2011, the brand introduced a new logo and image to reinvigorate its core purpose: Inspired by travel. For more information, visit eaglecreek.com

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