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STRONG HOLIDAY PROPELS eBAGS TO RECORD ANNUAL SALES

Company Reports 26% Annual Sales Growth

Denver, CO - January 5, 2012 – Online retailer eBags.com announced record holiday sales, increasing 32% over last year. On Cyber Monday, the company recorded its largest sales day ever, increasing 46% over the previous record day (Cyber Monday last year). For the calendar year, eBags sales grew 26% for another company all-time high. Seven of the ten largest sales days in the company's twelve year history occurred in 2011. In addition, December 2011 ranks as eBags' most profitable month ever.

eBags attributes the strong sales performance to a consumer-preferred product mix, competitive prices, and a website optimized for holiday shopping. "Whether it was site speed, search, or pages where products are displayed, our team worked relentlessly to ensure that the eBags.com website was ready for the holiday rush. And judging by our sales results, our customers responded favorably to the improvements we made across the site," said Vince Jones, CEO of eBags, Inc.

Mobile shoppers were another reason for eBags' record holiday sales. Sales from mobile devices grew 187% this holiday season and accounted for 9.0% of eBags.com total sales (up from 3.9% last holiday). Of the visits to eBags.com this holiday season, 13.4% came from mobile devices versus 5.8% during the same period in 2010. In June 2011, eBags was named the fourth best overall mobile shopping experience in the e-tailing group's Mobile Commerce Mystery Shopping Study.

Mr. Jones also commented, "Our 26% annual growth is double the industry average and is a substantial achievement for the eBags team. We are excited about 2012 as we launch new site features that will take the eBags shopping experience to a new level."

About eBags.com

eBags.com is the world's leading online retailer of luggage, handbags, business cases, backpacks and accessories. With over 13 million bags sold and 2.3 million unbiased customer reviews, eBags.com features 42,000 products from over 550 brands such as Cole Haan, Fossil, JanSport, Kenneth Cole, MICHAEL Michael Kors, Nike, Samsonite, The North Face, Tumi, and Vera Bradley. eBags is a proud supporter of the fight against breast cancer and has donated over \$650,000 to breast cancer research, education, screening and treatment. For more information, please visit www.eBags.com.