



FOR IMMEDIATE RELEASE

May 11, 2010

Contact PR @ eBags:

Peter Cobb

Email: peter@eBags.com

Phone: 303-967-2202

OUTSIDE MAGAZINE NAMES EBAGS MOTHER LODE TLS JUNIOR WHEELED DUFFEL AMONG “THE YEAR’S BEST GEAR”

Denver, CO – Online retailer eBags.com – the world’s largest online retailer of [backpacks](#), [handbags](#), [luggage](#), and [laptop cases](#) – announced that one of their signature private label bags, the **eBags Mother Lode TLS Junior Wheeled Duffel**, has been named among “The Year’s Best Gear” for luggage in the *Outside* Buyer’s Guide Summer 2010.

Only seven bags were selected by *Outside* as “Year’s Best Gear” in the luggage category. *Outside* designated a crew of ten gear testers, who were responsible for “busting the seams” and subjecting each bag to every imaginable (and unimaginable) manner of extreme travel torture. The bags triumphed rickety road trips throughout North America, overland treks in Thailand, and even endured leaky longboats on the Mekong River. Deemed one of the seven top bags for 2010, the [eBags Mother Lode TLS Junior Wheeled Duffel](#) (25”, mid-size model) joined bags from fellow top industry brands including Burton, The North Face, Timbuk2, Eagle Creek, and Victorinox.

“A designer of a bag is somewhat like a mother to a child. A designer conceives of and gives birth to a product with an uncertainty of its success and longevity, and not knowing if its peers will accept the unique characteristics that make it special,” said Bernard Majeau, Product Design Manager for eBags.com since 2000. “To achieve this critical acclaim from such an industry-leading source as *Outside* is truly an honor for us.”

Considered the most trusted source in the industry, the *Outside* Buyer’s Guide reviewers put hundreds of products through rigorous testing every year. Only a small fraction of these – products deemed “The Year’s Best Gear” make it into the annual “Buyer’s Guides.” Published twice a year, *Outside*’s “Buyer’s Guides” deliver the world’s most comprehensive review of gear, tools, and technology, that are essential to enjoying the active lifestyle.

– more –

Outside's Magazine Names eBags Mother Lode TLS As "Year's Best-of-Best"

"Earning a spot in the *Outside* Buyer's Guide is like earning a Grammy Music Award or Academy Award in the travel goods industry," said Peter Cobb, senior vice president and co-founder of eBags.com. "Brands dream of opening up the glossy pages of this issue each year, with the hope that one of their products will be considered a leader in quality craftsmanship and good enough to earn a spot in the "Year's Best Gear." Being acknowledged by *Outside* is a huge moment for us, both as a brand and as a retailer."

[eBags Mother Lode TLS Junior 25" Wheeled Duffel](#) maintains a "Best of the Best" rating on eBags.com. "Best of the Best" products are determined by eBags customers who've provided unbiased ratings of products they've purchased. In order for a product to receive this prestigious designation, it must meet the criteria of having: 1) an overall rating 9.0 or above (out of 10.0 maximum), and 2) have 90% or more of all customers stating they would buy the product again.

"The eBags brand has come a long way since designing our first bag back in 2000," said Majeau. "Words can't explain how proud I am of the eBags brand. It's been a great journey so far and the adventures in store for us are limitless."

The [eBags Mother Lode TLS Wheeled Duffel](#) collection comes in four colors (blue yonder, green envy, sinful red and pitch black) and is available in three different sizes, equipped for adventures ranging from an overnight business trip to a three-week journey across the European countryside:

- eBags Mother Lode TLS Mini 21" Wheeled Duffel (MSRP \$190)
- eBags Mother Lode TLS Junior 25" Wheeled Duffel (MSRP \$230)
- eBags Mother Lode TLS 29" Wheeled Duffel (MSRP \$250)

The collection also includes the critically acclaimed Mother Lode TLS Weekender Convertible and the new TLS Workstation Laptop Backpack.

###

About eBags.com

eBags is the world's leading online retailer of luggage, handbags, business cases, backpacks and accessories for all lifestyles. With over 11million bags sold and 2 million unbiased customer reviews, eBags features almost 40,000 products from 500 brand names such as Fossil, Samsonite, Tumi, The North Face, DAKINE, JanSport, Kenneth Cole, B. Makowsky, kate spade and Nike. eBags is also a proud supporter of the fight against breast cancer and donates 10% of the retail price of each Pick Pink product towards breast cancer research, education, screening and treatment. For more information on eBags, please visit www.eBags.com.