

HARTMANN PRESS RELEASE

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FOR IMMEDIATE RELEASE

HARTMANN DEBUTS NEW WEBSITE With Updated Brand Position, Logo and Design

LEBANON, TENN. – September 8th, 2009 – Showcasing its classic timeless design, Hartmann has recently launched a new and improved website at www.hartmann.com. The new look speaks of Hartmann’s rich design heritage as a leading American brand. For more than 132 years, Hartmann has produced quality products from luggage to business cases to personal leather goods.

Hartmann’s position as America’s luggage company, draws inspiration from its past as it looks to the future, creating new designs that respond to the needs of today’s traveler. Refinement of the designs in the classic collections will continue to roll out as well as introduction of new luggage lines and accessories.

Along with the website redesign, Hartmann has developed a new logo, as well as photography, packaging and print collateral which will update the look of the brand. Visitors to the site can now shop “What’s New,” which will feature the new collection launches and updates on news and tips from the travel industry on packing and ease of travel. “We are very excited about sharing our new brand positioning and feel that our website represents our leadership in the travel goods industry,” said Tricia Foley, Creative Director of Hartmann.

Since 1877, Hartmann has developed, manufactured and marketed the finest luggage and leather goods to meet the travel and business needs of those who appreciate American luxury. Headquartered in Lebanon, Tennessee, Hartmann distributes and sells its luggage, business cases and personal leather accessories in the U.S. and internationally through finer department and specialty luggage stores. Hartmann is owned by Clarion Capital Partners, LLC, a New York based private equity firm. Additional information about Clarion may be found at www.clarion-capital.com. For more information about Hartmann please visit www.hartmann.com.

