



PRESS RELEASE

Heys USA is 'All Business' When it Comes to eCase

-- Heys USA, leading travel goods manufacturer and inventor of 'The World's Lightest Carry-on' announces companion business cases to compliment the highly successful xCase - -

Miami, FL (June, 2009) — In celebration of the highly successful xCase carry-on luggage, Heys USA released their eCase Business Collection. As a leader in the travel goods industry for more than two decades, Heys luggage appreciates the opportunity to respond to retailers' requests for products that are more durable and stylish than traditional luggage. The airport-friendly eCase has built-in 3-digit TSA lock, fits easily into airlines' overhead bins, handles your business needs and packs as an overnighter, too.

"Along with the overall exceptional quality of our luggage, the style and elegance of the eCase contributes in establishing Heys USA as a distinctive classic in the worlds of fashion and travel," said Harry Sheikh, Heys USA President & CEO. "We listened to our customers ... and developed this product to make a fashion statement with their business dealings, too. The case has a removable file section to keep you organized, or when removed, allows the consumer to pack the bag as an overnighter."

The eCase and eCaseExotics compliment all the xCase and xCase Exotics – with fashion colors and many favorite designs (Zebra, Leopard, Croco, Snake, Polka Dots and Plaid – to name a few of the 15 patterns/colors). The polycarbonate composite shell is the same material used in the making of bullet-proof glass. It's both durable and flexible, so that when under stress from abusing baggage handlers, it flexes to absorb the impact and then afterwards flexes back to its original shape.

About Heys USA

Heys USA is a leading travel goods manufacturer, recipient of the 2009 Product Innovation Award by the Travel Goods Association, and an award winning leader of hard and soft-sided luggage, travel bags and business cases. EcoCase was named by *The Oprah Magazine* – 'the O list' as a favorite of Oprah and her team. Heys USA's BioCase was named by *Popular Science* Magazine as a Must-Have product in June 2009. Southwest Airlines' *SPIRIT MAGAZINE* called Heys' Xcase "The bag to get you there in style." The 20" Xcase was recently chosen as the official bag of the 57th Annual Emmy Awards and the Dr. Phil '08 Holiday Special. Headquartered in Miami, FL, Heys USA also operates a Fifth Avenue showroom in New York City to accommodate buyers from all channels of distribution. For more information visit www.heysusa.com.

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