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**High Sierra Sport Company Acquires
Mervyns Registrations for the Trademark - High Sierra**

The Acquisition Reinforces High Sierra's Corporate and Marketing Brand Name Value

VERNON HILLS, IL (February 10, 2009) – High Sierra Sport Company today announced that it has acquired all Mervyns registrations for the trademark - High Sierra. The purchase price of the sale is undisclosed.

Mervyns had previously been using the High Sierra name for a variety of its products. The history details of the High Sierra trademark use include:

- **March 2, 2004** - G & S: Clothing, namely, men's, women's and children's, robes, underwear, shorts, hats, thermals, pajamas, belts, loungewear; women's sweaters; and children's shortalls
- **June 25, 1985** - G & S: Men's and Boy's Clothing-Namely, Sweaters, Shirts and Jackets; and Men's, Women's and Children's Shoes
- **February 9, 1988** - G & S: Clothing, Namely, Shirts, Running Suits, Pants, and Socks

“High Sierra is a private, family-owned organization that has made a tremendous impact on the industry for more than 30 years,” said Hank Bernbaum, president of High Sierra Sport Company. “We feel this is a very important acquisition to further reinforce our corporate and marketing value as it relates to our brand name.”

High Sierra is first and foremost a bag/luggage company and steadfast about not entering either the footwear or apparel product categories. The company plans to explore a variety of strategic partnerships in order to re-introduce the brand in those categories.

“High Sierra’s distribution has strict discipline standards regarding channels that warrant product placement,” said Bryan Kinsley, Vice President/Chief Operating Officer for High Sierra Sport Company. “The purchase of the High Sierra trademark reinforces our 30-year distribution strategy, which will further maintain long-standing brand equity for the company.”

Mervyns, the leading mid-tier department store chain in California and the Southwest, on Tuesday, July 29, 2008 announced that it and certain of its affiliates filed voluntary petitions for relief under Chapter 11 of the United States Bankruptcy Code in the United States Bankruptcy Court for the District of Delaware (the "Bankruptcy Court"). The Company is currently in the process of closing its stores and liquidating its remaining assets in Chapter 11.

For more information on Mervyns, please visit <http://www.mervyns.com/>

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit www.highsierrasport.com.

About High Sierra Sport Company

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels, and wheeled luggage.

The official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), Sporting Goods Manufacturers Association (SGMA), SnowSports Industries America (SIA) and the Luggage and Leather Goods Association of America (LLGAA).

For more information, please call 1-800-323-9590 or visit www.highsierrasport.com.

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