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High Sierra Launches Licensing Agreement with NorthPole, LLC

High Sierra expands international brand presence in the outdoor sector

VERNON HILLS, IL– High Sierra Sport Company, a leading manufacturer of innovative bags and adventure travel luggage, takes another legendary climb into the outdoor sector. The company recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

“With this licensing partnership, we’re expanding High Sierra’s leadership in quality and style innovation to the outdoor market,” said Bryan Kinsley, sr. vice president and chief operating officer for High Sierra Sport Company. “Both High Sierra and NorthPole share the same uncompromising commitment to manufacturing leading edge designs and excellent use of quality materials for distinguished quality products.”

High Sierra has developed over a 32-year reputation for providing the market with better quality and highly featured merchandise. The company is also known for its innovative designs for the consumer looking to make an intelligent choice for their next luggage, daypack or active lifestyle sport pack purchase.

“Extending the High Sierra brand into additional channels is part of our long-term growth strategy,” said Hank Bernbaum, president of High Sierra Sport Company. “High Sierra Sport Company is built on a foundation of creating products with higher quality raw materials, and we look forward to continue to build its name as an outdoor lifestyle brand.”

NorthPole was established in 1979 and is a global leader in outdoor and recreational products. The company manufactures and distributes camping tents, sleeping bags, gazebos and screen-houses, camp chairs, outdoor furniture and other related outdoor accessories. NorthPole customers include leading retailers across mass department, sporting goods and specialty channels worldwide.

“The trust and confidence that the industry has in the High Sierra brand combined with our technical insight will provide more product advancements to the outdoor industry,” said Steven Fleischli, chief executive officer of NorthPole, LLC.

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 Travel Goods Association (TGA).

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About NorthPole, LLC:

Established in 1979 and growing to more than 4,400 employees, NorthPole is a global leader in outdoor and recreational products. NorthPole manufactures and distributes camping tents, sleeping bags, gazebos and screen-houses, camp chairs, outdoor furniture and other related outdoor accessories from company owned facilities in China and Bangladesh.

Customers include leading retailers across mass, sporting goods and specialty channels worldwide. The company provides branded products through several license agreements.

For additional information, visit www.northpoleltd.com.

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