



FOR IMMEDIATE RELEASE:

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High Sierra Sport Company Sponsors North Coast Music Festival

VERNON HILLS, IL – High Sierra Sport Company is pleased to announce their participation as a sponsor of the North Coast Music Festival held September 2nd – 4th, 2011 in Chicago, Illinois. North Coast Music Festival music line up will include David Guetta, BassNectar, STS9, Wiz Khalifa, Thievery Corporation, Fatboy Slim, Common and more.

During the North Coast Music Festival, High Sierra Sport Company will run a booth displaying new products for the season as well as offering games and product giveaways for consumers. In addition, each music performer will receive a High Sierra Brewster backpack.

High Sierra's Brewster is ideal for anyone looking for style, function, organization, and storage, all with one great bag at the music festival. The bag has an insulated cooler compartment to keep beverages cold. It also has a separate, CUSHION ZONE padded computer compartment with a built in frame sheet to protect a 17" notebook computer.

For additional information on the North Coast Music Festival and High Sierra Sport Company's sponsorship, visit www.northcoastfestival.com or www.hssc.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.

High Sierra 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.

The company is also 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), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

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

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