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High Sierra's Robert Coughlin Honoree at the Annual SGB 40 Under 40 Awards

VERNON HILLS, IL. – High Sierra Sport Company VP of Sales Robert Coughlin will be announced as an honoree at the third annual SGB 40 Under 40 awards. The award ceremony recognizes industry professionals under 40 years of age for distinct business accomplishments and valuable career milestones. Coughlin will receive one of the 40 prestigious awards, chosen by a panel of SportsOneSource analysts, editors and leading industry executives out of a list of over 300 nominations. The announcement of these 40 honorees will take place during an exclusive weekend event through May 21-23, 2010 in South Beach Miami, Florida.

"These awards are a way to recognize the great work done by some of the best young leaders in our industry," said James Hartford, president, CEO and group publisher of The SportsOneSource Group, which publishes the SGB trade publication. "The caliber of the honorees continues to impress us each year. We drew very strong support from prior honorees and other industry leaders to select this prestigious group of individuals."

Coughlin continues to manage High Sierra's current account base department 754 at Macy's specializing in sports as well as casual bags. His sporting accounts include JC Penny and Kohl's with specialty luggage, military, and department stores nationwide. Coughlin continues to grow the company's mid-level department store and mass store business as well as develops innovative sporting lines for the company.

For more information on High Sierra Sport Company, please call (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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