

FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Stella Peterson
High Sierra Sport Company
stella@hssc.com
(847) 876-7248

MEDIA CONTACT:

Shirley Liu
Global Icons
shirleyl@globalicons.com
(310) 820-5300 x225

High Sierra and Global Icons Extend Into New Terrain With Licensing Partnership

VERNON HILLS, IL– July 13, 2010– High Sierra Sport Company, a leading manufacturer of innovative bags and adventure travel luggage, announced today an extension of its brand into new product categories. The company recently entered into a representation agreement with Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks.

High Sierra has developed over a 32-year reputation for providing the market with better quality and highly featured merchandise. Global Icons will identify and cultivate strategic licensing partnerships in the outdoor adventure market. The branded extensions will further expand High Sierra's global recognition for style innovation in the outdoor apparel and accessories, camping, outdoor furniture, travel accessories, infant categories and more.

“High Sierra has been built on a foundation of providing the market with quality products and innovative designs for consumers,” said Hank Bernbaum, president of High Sierra Sport Company. “This licensing partnership supports our long-term growth strategy of extending the brand into additional lifestyle channels.”

Known for its unique collection of prints and designs, High Sierra currently offers an array of daypacks, backpacks and luggage under its High Sierra name. The company also recently entered into a licensing agreement with NorthPole, LLC, a global leader in outdoor living and recreational products, for a line of camping and outdoor recreation equipment under the High Sierra brand name.

“Global Icons looks forward to working with High Sierra, a coveted company with such strong focus on quality execution and value,” said Bill McClinton, senior vice president of Global Icons. “The High Sierra licensed program will push the limits of product innovation so consumers can push the boundaries of exploration.”

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

About Global Icons

Global Icons is the premier brand licensing agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura[®], Bennigan's[®], BMW, Captain Morgan[®], Chuck E. Cheese's[®], Cold Stone Creamery[®], Crock-Pot[®], Cutex[®], Dannon[®], Duraflame[®], High

Sierra[®], Hollywood, Honda[®], Honda[®] Motorcycle, Horizon[®], Humvee[®], Jacuzzi Brands, Tonino Lamborghini, MINI, Mr. Coffee[®], Mrs. Fields[®], Oster[®], Silk[®], Spic and Span[®], Steak and Ale[®], Sunbeam[®], and UPS[®], among others.

For more information, please call (310) 820-5300 or visit www.globalicons.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.

###