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**High Sierra Sport Company Adds Kevon Ward
as Director of Information Technology**

VERNON HILLS, IL (July 17, 2009) – High Sierra Sport Company, a manufacturer of innovative bags and luggage, is pleased to announce the appointment of Kevon Ward as Director of Information Technology.

As the Director of Information Technology, Kevon will develop, implement, and direct the information technology team to maintain a solid infrastructure of networks, telephone systems, PCs as well as manage the portfolio of software systems. Kevon will also advise the High Sierra team and its retailers on information technology systems, direct and supervise a centralized program of records, mail services, and research management information.

Prior to joining High Sierra, Kevon worked at The Strive Group, in Chicago, where he served as a Senior I.T. Support Specialist and Network Engineer. Kevon has extensive experience in ERP systems and solving network problems. Kevon managed a variety of specialized projects for customers such as Kraft, GSK, Nestle Purina and more. Kevon also planned and executed SQL data migrations for company wide applications, created action plans for software/application installations, and provided support for 1,500 plus users.

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), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

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