

For Immediate Release

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Change in Leadership Signals New Brand Strategy for KIVA Designs

Gear & travel goods' company refreshes its product line with new eco-friendly initiative

Benicia, CA, July 26, 2010 --- California-based KIVA Designs announced today its most significant re-branding effort in the company's 20 years of operation. The branding initiative is the first of many changes ushered in by the company's new president Magi Raible. Raible, formerly vice president and co-founder at KIVA Designs, took the helm of the company upon the resignation of founding president Tom Koenig in May 2010.

Already a significant presence in the design and manufacturing of travel luggage and accessories, KIVA will bolster its brand with new taglines for each of its product groups and a revitalized graphic identity, which includes a new earth toned color palette and imagery. The new branding reflects Raible's desire to declare the company's commitment to make environmentally conscious decisions in every step of its design and manufacturing process.

"We design goods that allow people to travel and engage in activities all over this planet of ours," state Raible. "Therefore, I believe KIVA Designs has an imperative to do all we can to protect the planet by looking at ways to lessen our company's environmental impact. Our first step is to

change the look and feel of our brand to remind ourselves and demonstrate to our partners that we are committed to making a difference.”

The first product-specific changes resulting from the company’s new eco-initiative have been on KIVA- branded products and its Rick Steves’ line of travel luggage and accessories. Both luggage groups will now be made out of one hundred percent recycled content fabric.

“In determining how to best manifest our commitment to the environment, we decided to start with our own KIVA branded products and the Rick Steves’ line,” said Raible. “By manufacturing all luggage product lines using 100% recycled content fabric, we’ve shown we can maintain quality and value while reducing the environmental impact that results from constantly producing new fabric.”

Raible continued, “We know this is a just a starting point, but it feels good to get out of the starting gate. These are big strides for KIVA. And now we look forward to leading the way toward more thoughtful and eco-friendly product design and manufacturing throughout our entire industry.”

KIVA’s new look and new products can be seen at their Website www.kivadesigns.com.

About KIVA Designs

Based just north of San Francisco in Benicia, California KIVA Designs began designing and manufacturing gear, luggage and travel accessories in 1989. KIVA produces its own branded products as well as those for

partners in the travel and gear industry. The KIVA branded collection includes:

- Convertibles “It’s That Easy” – a line of packable totes, packs and bags that fold into their own self carrying pouches to make it easy to be prepared for anything.
- Tour “Just Go” – an innovative line of luggage and travel goods created for quality, durability & performance.
- Rick Steves’ Collection – an exclusive line of travel luggage and accessories designed to be practical, durable and lightweight – ideal for the frequent traveler.

Every KIVA product comes with our guarantee that it will be free from material and manufacturing defects for the life of the product. If such a defect should appear, we will repair or replace the product (at our option) free of charge.

KIVA Designs – Carry Your World™

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