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Briggs & Riley Travelware Adopts Shotfarm Platform for Product Image Management and Distribution

Leading Edge Technology Advances Retailer Sales and Marketing Capabilities.

New York, NY — October 27, 2011 — Renowned luggage and business case maker Briggs & Riley Travelware has selected The Shotfarm Platform as its new method of product image management and distribution. Shotfarm is a free, centralized platform for the exchange of product images and information between retailers and manufacturers across all industries. Briggs and Riley regularly shares thousands of photos with its retailers and partners around the globe for sales, marketing and promotional initiatives. Briggs & Riley digital assets, including the new Fall 2011 collections, are now available on the free Product Image Exchange at www.shotfarm.com.

Briggs & Riley, a prominent member of the Travel Goods Association, had previously used various tools and web-based databases to distribute digital assets to retail partners. “We are always looking to support our retailers with leading edge tools to help them build their businesses and placing our digital assets on shotfarm was a logical move for us,” notes Yvonne Williamson, Associate Brand Manager at Briggs & Riley.

“The Shotfarm Platform is ideal for large manufacturers like Briggs & Riley who spend a significant amount of time and effort responding to image requests from each of their retail partners. Shotfarm has provided a single, self-service system where Briggs & Riley’s resellers can find their and other suppliers’ images in a friendly, easy-to-use system,” said Mike Lapchick, founder and CEO of shotfarm. The shotfarm concept is simple: companies manage their product images in the same place retailers come to download them. By centralizing all product images and information, shotfarm has removed workflow redundancies on both the manufacturer and retailer sides of the process.

On the brand side, shotfarm can be used to manage and share thousands of images with internal and external teams, giving employees and resellers the power to organize and download digital assets for their own needs. By eliminating the need to identify images pulled off of various library systems, retailers can get the product images and information up to 80% faster. Briggs & Riley joins fellow TGA members including eBags, Bergman Luggage and The Traveler as well as other notable shotfarm members such as Columbia Sports, Gilt Groupe, Hammacher Schlemmer, SkyMall and Zappos in bringing efficiency and speed to digital asset sharing.

The Product Image Exchange Platform offers a familiar gallery-style interface for finding, tracking, organizing and sharing high resolution product assets, spreadsheet-based bulk uploading, asset tagging and customizable bulk downloading, all within a secure, simplified, permission-based environment.

Briggs & Riley Travelware is dedicated to building a lifelong relationship with its consumers by fulfilling all of their travel needs. The company's wide variety of innovative, high-quality luggage and business cases match smart design and exclusive features, with maximum durability and superb value. Briggs & Riley backs all of its products with the best-in-the-industry Simple as that® lifetime performance guarantee, a guarantee that even covers damage caused by an airline. Visit www.briggs-riley.com to view all of our collections and learn about our latest products and store locations.

About The Travel Goods Association

The Travel Goods Association is the national organization for the travel goods industry. Members include manufacturers, distributors, retailers, promoters, sales representatives and suppliers of luggage and travel products, casual bags, briefcases and computer bags, business and travel accessories for travelers. TGA publishes Travel Goods Showcase, the largest trade magazine devoted to travel products whose 21,000 readers include retailers, consumer press and trade media. TGA also organizes and sponsors The Travel Goods Show, the world's largest trade show for travel products. With more than 2,000 lines representing more than 40,000 products, the Show is the annual must-see event that sets the tone for the travel goods industry.

About Shotfarm

Shotfarm, LLC, is a privately held Chicago-based company offering a free Product Image Exchange Platform for the retail marketing industry. For retailers, shotfarm offers a single place to search for and download product images and information. For manufacturers, shotfarm provides a centralized location from which to distribute product images and information to all retail partners. Visit www.shotfarm.com for more information.

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