



**For Immediate Release:
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**Atlantic® Luggage Introduces the Optima® Collection – Lightweight Expandable
Luggage for Leisure or Business Travel**

- 44% more capacity-

(August 14, 2009), Boca Raton, FL – Atlantic® brand luggage, now part of the Travelpro® family of brands and a market leader in the affordable, lightweight luggage segment, introduces the Optima® Collection; a versatile and elegant luggage collection that is ideal for business and leisure travelers alike.

“Optima luggage can be expanded 2 ½ inches, then an additional 1 ½ inches” for 44% more capacity. This allows travelers to adjust the size of their bag to meet any need for additional space. It is especially useful when a return trip requires more storage” said Scott Applebee, Vice President of Marketing for Travelpro.

Flexible and lightweight, the Optima Collection’s expandable luggage goes a long way toward changing the way you travel. The 2-bags-in-1 Dual Expansion System offers room for more and more for your money. By allowing business and leisure travelers to pack up to 44% more, the convertible Uprights provide the largest expanded capacity in their category. The 22” piece in the collection expands to the volume of a 24”, and the 25” to a 27.” The spacious main compartment also accommodates a removable deluxe garment suiter with foam bar to help keep clothes wrinkle-free. A durable Honeycomb frame and high-mileage wheels ensure bags are feather-light and effortlessly mobile.

Other key features of the collection include removable, sealed ball-bearing wheels made with high quality materials for long-lasting durability, a No-Tilt Foot System that keeps expanded Uprights from tipping forward, telescoping handles with two stops at 38” and 43” to ensure a balanced roll for users of different heights, and a detachable Add-A-Bag strap allows for hands-free carrying of extra bags. A zippered large front pocket provides storage of newspapers, magazines, paperwork, coats and sweaters for easy access to last minute items, and a zipped side pocket on carry-on styles can store snacks, medications, last minute items and can even be used as an instant water bottle holder. The collection also comes with a complimentary TSA-approved lock on all rolling models and a TSA regulation safe 3-1-1 Kit on carry-on Uprights that ensures each traveler meets the requirements for liquids and gels to move easily through security.

The collection is available in plum and charcoal fabric colors and includes the Shoulder Tote, Wheeled Tote, 20” Expandable Convertible Upright, 22” Expandable Convertible Upright, 25” Expandable Convertible Upright, 28” Expandable Convertible Upright, 30” Wheeled Duffel, and the Carry-on Wheeled Garment Carrier. The Optima luggage collection limited lifetime warranty

guarantees that the luggage is free from defects in materials and workmanship for the life of the product.

About Atlantic® Brand Luggage

Since 1919, the Atlantic® brand has been synonymous with affordable, value-added and lightweight luggage. As a market leader in the lightweight luggage segment, including neatly designed uprights and spinners to trendy and smart garment bags and totes, all Atlantic branded luggage is of superior quality and durability. Whether for business or pleasure, travel is easier with Atlantic luggage, now part of the Travelpro family of brands.

Please visit Atlantic Luggage at www.atlanticluggage.com for a full list of the latest products and retail locations.

All Optima visuals are available upon request, please contact Tiffany Barranco at: tiffany@gohrmc.com or call 305-573-0882.

