

For Immediate Release

Travelpro Presents New Ecco Unltd.® Line of Hip Back-to-School Backpacks and Duffel Bags for the Stylish Student

(July 23, 2010), Boca Raton, FL— Travelpro International has just announced its new line of Ecco Unltd.® Backpacks and Duffel Bags for the back-to-school season. Junior High, High School, College, and Graduate Students, who are getting ready to start a new school year, will be going back in style with Ecco Unltd. bags that are hip, functional, and affordable.

“With the Ecco Unltd. line of backpacks, students can choose quality, comfort and value without compromising a style that expresses their personality,” said Scott Applebee Vice President of Marketing at Travelpro. “Like all of the Ecco lines, the backpacks are designed with the stylish student in mind,” continued Applebee.

A variety of designs are available to fit the unique style and character of each student. Students can ease their back-to-school jitters with their new and funky ECKM105 Power backpack featuring hot graphic art designs on black material; the ECKM107 Mir with the signature Ecco logo art on green with black accents; the Mercenary, designed with the signature Ecco logo in green with sharp white accents, and the ECKO411 Tooth Invader with the signature Ecco logo on blue and black. Each backpack includes features for student's added comfort and ease, with padded carry handles and contoured, adjustable straps. They also feature special pouches with external headphone ports that will secure and hold most MP3 players. The Mir and Mercenary also feature a media/cell phone pocket on its side.

For the busy college student, stylish options include the ECKO415 Filler Up, with its Ecco logo art in graphite with light gray accents and the ECKO422 Famous, with Ecco logo and graphics on black with gray accents. The backpacks each feature padded interior sleeves for the safe storage of laptops and a special pouch with external headphone ports that will secure and hold most MP3 players. The bags have a durable polyester fabric and feature padded, contoured, and adjustable shoulder straps as well as a side pocket for cell phones or other media devices.

For Graduate Students, the ECKO428 Official is a stylish blue messenger bag with ECKO art. It features a padded interior sleeve for the safe storage of laptops, a personal organizer, a side zipper for a water bottle, and a zippered pocket on the outside for easily accessible items such as your iPhone or iPad.

Perfect for a weekend student trip, the ECK4438 Drop-Bottom Duffel is made of durable, high density polyester fabric with a lightweight construction. Its in-line skate wheels offer a smooth, quiet ride and it has an easy, recessed, locking push button handle. The printed, rhino logo interior will offer the student traveler ample packing space and the exterior skid guard will protect the duffel from abrasion while on the move.

About Travelpro

For over two decades, Travelpro has prided itself on design innovation and durability in crafting the highest quality luggage for travelers worldwide. Since transforming the ease of modern day travel with The Original Rollaboard® wheeled luggage, Travelpro® has been the brand of choice for flight crews and frequent travelers worldwide. Travelpro is dedicated to building a lifelong relationship with its customers by consistently understanding and exceeding their needs. The company offers a variety of innovative, high-quality luggage collections and computer briefs; each aimed at a specific user lifestyle and rigorously tested. Travelpro was the winner of the 2009 and 2010 Leading Edge Award from Executive Travel Magazine for “The Best Carry-on Case.”

Please visit Travelpro at www.travelpro.com for a complete list of the latest products and retail locations. You can also follow us on Facebook at www.facebook.com/TravelproINTL and Twitter at www.twitter.com/travelprointl

All visuals are available upon request, please contact Lisandra Carballosa at: lisandra@gohrnc.com or call 305-573-0882.

###