

**For Immediate Release:
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**Travelpro Launches Executivefirst™ “Checkpoint Friendly” Computer Briefcase
Collection**

- The Case for Business Travel -

(July 13, 2009), Boca Raton, FL –Travelpro, the inventor of Rollaboard® luggage and leader in innovative, high-quality luggage design, introduces the Executivefirst™ “Checkpoint Friendly” Computer Briefcase Collection. The Executivefirst briefcase collection from Travelpro brings sophistication and functionality to the frequent business traveler. With an entire collection of briefcases, whether rolling or non-rolling, a backpack and a combination Rollaboard Luggage Brief to choose from, it simplifies airline travel, especially when going through airport security.

“The Executivefirst collection is designed to ease the business traveler’s life and simplify the airport security process. The innovation, style, and durability of the bags make them not only checkpoint friendly, but business traveler friendly” said Scott Applebee, Vice President of Marketing for Travelpro.

All briefs in this collection are checkpoint friendly and are equipped with a Dual Access Computer Sleeve, which allows immediate access to the laptop by opening either of the two zippered compartments. Other key features include: ballistic nylon fabric with Duraguard coating that make it durable and stain resistant; adjust the handle height up to 41” on the rolling pieces providing comfort for taller travelers; a deluxe business organizer with pockets for business cards, pens and pencils, computer accessories, CD’s, and keys; neoprene shoulder strap on non-rolling cases for added comfort; quick-loop on the back of non-rolling cases to attach to companion luggage; convenient water bottle pocket; and designed to fit most 17” laptops. Travelpro has also added a new Checkpoint Friendly Computer Brief, which allows the traveler to simply unzip the back of the computer briefcase and pass the bag through the X-ray machine. This bag takes away the hassle of having to reach for the laptop and put it in a separate bin from all other belongings and then having to put it back in the bag at the end of the checkpoint.

The Executivefirst collection includes the Computer Brief, Checkpoint Friendly Computer Brief, Deluxe Computer Brief, Executive Rolling Brief, Computer Backpack, Deluxe Expandable Rolling Computer Brief, Deluxe Rolling Computer Brief, 15” CompuGuard, and the 18” Rollaboard Luggage Brief. Travelpro backs the Executivefirst™ collection with a limited lifetime warranty that covers defects in materials and workmanship for the lifetime of the product.

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 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.

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

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