

# GRAMICCI

*For Immediate Release*

## **CUNNINGHAM AND WIDMER JOIN GRAMICCI AS REGIONAL ACCOUNT MANAGERS, BOLSTERING SERVICES TO RETAILERS**

AGOURA HILLS, Calif. (7/22/08) – In keeping with a commitment to bring ideas and solutions to challenging times, Gramicci has moved to bolster the level of sales service to its retail customers with the appointments of Jeffrey M. Cunningham as Eastern Regional Account Manager and Ian T. Widmer as Western Regional Account Manager. Cunningham brings outdoor industry experience from the manufacturing side of the business and Widmer from the retail segment

Cunningham, who is based in Knoxville, Tenn., will work with retail accounts in the company's eastern region consisting of New York, New Jersey, Pennsylvania, Maryland, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Tennessee, Florida, Louisiana and Mississippi. Widmer, who is based at the company's Agoura Hills, Calif. headquarters, will handle the western region of California, Nevada, Arizona, Texas, Oklahoma, Louisiana and Arkansas.

Prior to joining Gramicci, Cunningham served as National Sales Manager for Mammut Sports Group, Inc., Shelburne, Vt., where he was responsible for the development and execution of all sales and marketing programs for the company's Mammut, Raichle and Ajungilak brands. He joined the company in 2002 as Marketing Director. From 1998 to 2001, Cunningham worked for The North Face in Carbondale and Boulder, Colo., starting as Marketing Coordinator before being promoted to Trade Marketing Manager. He began his career in retail sales and marketing at Black Dome Mountain Sports, a specialty store in Asheville, N.C.

"Jeff's strong marketing skills and reputation as 'an idea guy' will help our customers prosper," said Marty Weening, President of Gramicci. "It's all about making things happen when times get tougher, and as a highly experienced industry pro, Jeff will bring answers and solutions."

A resident of Knoxville, Cunningham graduated from The University of Montana in 1996 with a BBA degree in marketing.

Widmer comes to Gramicci with a retail management background, having spent the past four years in store-level management positions for Specialty Sports Venture's Vail Sports and Burton at Vail operations in Colorado. He most recently served as General Manager of Vail Sport's Wall Street location in Vail, where he was responsible for all facets of the operation of the high-volume, year-round outdoor action sports store in the fashionable resort. He began his career as the store's assistant rental manager and later served as assistant store manager for the company's Burton at Vail location.

"Ian brings a vitally important insight and knowledge of outdoor specialty retail, and is equipped to bring ideas to our merchants on how to address challenging times," Weening said.

A resident of West Hills, Calif., Widmer graduated from The Colorado College, Colorado Springs, Colo., with a B.A. in history/political science.

**About Gramicci**

Gramicci, considered the 'soul brand' of the outdoor industry, is associated with the iconic styles of the outdoor industry, including its introduction of the G-climbing pant and short over 25 years ago. The brand is now known for its designed cross-functional clothes built for both sport and life. Recognized for its multiple function styles, natural comfort, distinct fabrications, and washed and weathered and 'perfectly imperfect' garment finishes, the company's garments are sold within four distinct product segments: Gravity, Built For Sport, Gramicci Life, and the all-organic or recycled Greenicci. For more information, visit: [www.gramicci.com](http://www.gramicci.com)

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