

GRAMICCI

GRAMICCI NETS ITSELF A BEST OF BOOTH AWARD AT OUTDOOR RETAILER SUMMER MARKET 2008

--Revolutionary, economical exhibit creates excitement, raises money

AGOURA HILLS, Calif. (9/17/08)—Gramicci set out to ‘get real’ with how trade show exhibits are typically done and the “Never the Norm” company did just that with its ecologically-and cost-friendly booth at the Outdoor Retailer Summer Market show in Utah last month. The exhibit consisting of a bamboo frame tented with 4,400 square feet of mosquito netting was awarded the Best of Booth (BOB) award by SNEWS.

“Our objective was to counter the exorbitant costs of building and transporting a booth and the negative ecological footprint associated with that. We were able to cut expense 80 percent and dramatically reduce carbon emissions associated with transporting the booth without sacrificing the message of our brand at the show,” explained Marty Weening, president of the Agoura Hills-based apparel manufacturer.

More than 85 percent of the booth was constructed from materials that were recycled or could be recycled. In fact, the netting was donated to Spreadthenet.org, an organization providing mosquito nets to halt the spread of malaria. The ecological theme followed up on Gramicci’s recycled “trash” booth at the Winter 2008 Outdoor Retailer show, where the company’s exhibit won SNEWS’ newly created ‘ECO BOB’ award.

Beyond its ecological and cost-saving aspects, the booth provided an air of privacy, but offered glimpses inside from the aisles where buyers could see the innovative merchandise Gramicci displayed. One of the highlights was a new Urban Biking line consisting of 11 styles for women and 13 styles for men, including pants, capris, shorts, skirts, jackets and performance tees in a variety of proprietary fabrics with Gramicci’s signature washes and finishes. Unlike traditional spandex biking apparel, this line is suitable for wearing right from the bike to work or to a restaurant.

To promote the new line, Gramicci staged a silent auction at the show where attendees bid on four bikes and helmets donated by Raleigh. The bikes were hand-painted works of art done by a creative collaboration of the Gramicci art and design teams. The company also sponsored a contest to see who could make the best wearable design using mosquito netting. Between the two events and the net donation giveaway, more than \$6,000 was raised at the show for three of Gramicci’s causes --Outdoor Outreach, Pure Water For the World and Spreadthenet.org.

“It was gratifying to demonstrate that we didn’t need to spend a lot of money to create a booth with a positive statement and also raise money for good causes at the same time,” said Weening.

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 over 25 years ago. Under the leadership of Marty Weening, the company has, in recent years, evolved into a major resource and partner for outdoor lifestyle apparel. The brand is now known for its natural fiber technologies, distinct fabrications and washed-out and weathered garment finishes sold within four distinct product segments:

Authentic Originals, Built For Sport, Gramicci Life, and Greenicci. For more information, visit:
www.gramicci.com

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