

GRAMICCI

GRAMICCI LINKS WITH RECREATION OUTFITTERS INC. FOR MAJOR CANADIAN EXPANSION

--ROI brings more than 35 years of experience in the market

AGOURA HILLS, Calif. (8/18/08)—Gramicci is expanding distribution of its outdoor lifestyle apparel brand with the signing of a Canadian distributor, the highly-regarded Recreation Outfitters Inc. (ROI).

The appointment of the Vancouver, B.C.-based firm is expected to generate major growth for Gramicci in Canada, an untapped market where the revitalized apparel brand sees great potential.

Gramicci president Marty Weening views ROI as a perfect fit as his company seeks international growth. “ROI is highly respected company built on a strong socially conscious foundation,” he said. “They understand and share a similar business values. We are very happy to be associated with them.”

ROI has been distributing unique outdoor brands to Canadian retailers for more than 35 years and has been a brand builder for names such as Deuter, Diamir, Scarpa, Cloudveil, Hestra and Movement. From its location at the foot of the North Shore Mountains in Vancouver, the company is headquartered in the heart of Canada’s outdoor community. With additional showrooms situated in Toronto and Montreal, and a geographically diverse rep force, ROI services retailers across the entire country.

Weening said the firm will handle all Canadian accounts for the entire Gramicci line. A new ROI division created for sustainable apparel, called Organic Outfitters, dovetails with efforts behind the company’s Greenicci collection of apparel made from organic or recycled fabrics.

“ROI has a keen understanding of Gramicci’s deeply rooted brand position, especially the company’s Greenicci collection of apparel made from all-organic or recycled fabrics,” he commented. “They are very focused on the organic segment and that movement.”

Jackie Swanson, general manager of ROI, agrees that the two companies share similar goals. “Responding to the social and environmental concerns of our retailers, ROI began to seek out brands and corporations that offered like-minded solutions,” she explained. “Recently, we have put a lot of energy into developing and training our team in Eco Friendly Apparel for our Outdoor and expanding Eco market. It was *Greenicci* that lured us, but it was *Gramicci* that hooked us.”

Swanson added that after spending time with the Gramicci team and learning about initiatives such as Start Somewhere – a portal to link consumers with validated charitable organizations-- she is convinced that their vision “parallel those of ROI and our customers.”

She’s confident the retail and consumer demand in Canada is ripe for Gramicci. “Gramicci apparel will be the first piece our market will reach for in their closets,” Swanson noted. “The distinct fabrications and washed-out and weathered garment finishes are so unique, they will sell themselves. Our reps are geared up to meet with their retailers.”

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

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