

GRAMICCI

For Immediate Release

GRAMICCI APPOINTS GREENREP.ORG TO REPRESENT COMPANY IN NORTHEAST

AGOURA HILLS, Calif. (7/29/08) –Gramicci has further strengthened its relationship with retail partners with the addition of the greenrep.org sales agency for representation in Maine, New Hampshire, Vermont, Rhode Island, Connecticut, and Delaware.

Agency founder and principal Danny Clayton is a veteran sales representative with over 20 years experience representing leading outdoor apparel and sporting goods manufacturers as an in-house employee and independent representative. The firm is based in Johnson, Vt.

Prior to forming his company, he was Sales Manager for The Americas, Australia and New Zealand for Burton Corporation, the Burlington, Vt.-based manufacturer of snowboards, snowboarding apparel, accessories and electronics. In that position, Clayton managed the accessories, eyewear and electronics sales of 90 sales representatives and seven distributors world-wide and was responsible for working with distributors and major national accounts such as Zumiez, EMS, REI, Dicks, Forzani Group, Sport Expert, and Intrawest.

Before joining Burton, Clayton had an 18-year relationship with Oakley Incorporated, the manufacturer of sporting eyewear, watches, footwear, electronics and apparel. He began with the company in 1987 as a sales representative for New England and major accounts before taking an in-house position in 2002 as Eastern States Sales Manager. The following year, he was appointed National Sales Director for Oakley Canada.

During his years as an outside rep for Oakley, Clayton also served as a New England sales representative for such brands as O’Neill Inc., Wave Rave, and Fiji Wear, Inc.

“Danny shares our change-making mindset to get people into our Greenicci products that are a blend of hemp, organic cotton and recycled materials,” said Marty Weening, President of Gramicci. “As a devoted ‘Gramiccihead’ who has worn our apparel for years, it is appropriate that Danny has finally become one of us.”

A resident of Underhill Center, Vt., Clayton graduated from the University of Delaware in 1986 with a B.A. degree in English Literature.

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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