

# TUMI RE-LAUNCHES PARTNERSHIP WITH ETON

As you know, last Fall we announced that we had entered into a partnership with electronics maker Eton to market a co-branded Tumi/Eton line of radios and sound equipment. We had a communication mis-step as far as inventory goes, but I am pleased to advise you that these goods are on shelf now in quantity.

If these electronics look familiar, they should. You have most likely seen Eton's direct marketing program in major consumer magazines. This is great stuff - three electronics units with high availability, co-branded with the Tumi logo, on which your customers can make 25 points – completely unheard of in electronics. Here's a message of introduction from our friends at Eton:

*At Etón, we understand that information truly is power. Our mission is to empower the world through direct access to news, information, and entertainment. No matter where in the world our customers are, Etón radios keep them up-to-date and well-informed.*



*Our company has been in business for 20 years, and we've never stopped striving for excellence. We started out as the licensee for Grundig shortwave radios, a partnership that continues today. But as the world of radio has expanded, so has Etón. We have created radios that can be used wherever you are, whenever you want to listen. We are constantly developing new and innovative radios to meet your listening needs.*

*Radio is a medium that transcends borders. The airwaves know no boundaries. As a company with a global presence, Etón is committed to helping the world communicate across borders and without boundaries. With an Etón radio at your side, you'll never be out of touch. Our products are made to fit your lifestyle. Whether you are out on your boat, camping with your friends, lounging at the beach or snowboarding in the Sierras, Etón has a radio for you. You can listen to radio stations from around the world, tune into the weather forecast, play MP3s, and even get satellite radio stations from Sirius and XM.*

*Etón also offers specialty radios that are ideal for adventure travel and emergency situations. No batteries? No problem. A hand crank powers this radio. Even if catastrophe strikes, you won't be cut off from the world. Our radios protect you by providing you with the information you need to stay safe in any emergency. We know that access to news and music can be comforting, even in the worst of times. We're there for you, in any situation. That's the power of Etón.*

			
<p>Solarlink FR500 \$80.00 MSRP</p>	<p>Voicelink FR1000 \$150.00 Retail</p>	<p>Sound 100 \$150.00 MSRP</p>	
MODEL		Tumi Item Number	MSRP
Solarlink FR500		14390D	\$80
Voicelink FR1000		14391D	\$150
Sound 100		14392D	\$150

Your customers will know about Eton. Like Tumi, this brand is quite iconic and heavily feature-oriented. You are not going to believe what these babies pack for a feature punch....and with one unit at \$80 retail and the other two at \$150 retail the price points are right up our alley! These three units will be exclusive to Tumi Special Markets in our channel. Self sufficient and prepared – ready for anything. At \$80 retail, the Eton by Tumi FR500, for example, is a must for use as part of an emergency kit for every automobile in America. It receives AM, FM, Shortwave and even NOAA weather signals. It runs on battery, solar or hand crank and has a built in flashlight. You can even recharge your cell phone by cranking the handle. At roughly 8" x 8" x 2" and at under two pounds, it