

TUMI

SPECIAL MARKETS UPDATE

August 24, 2009



MO SHOW APPROACHES!

Now more than ever, successful companies know that keeping customers loyal and increasing employee productivity is the key to improved financial results.

Maximizing ROI is what it's all about in today's turbulent economic environment. Getting the best possible return on a company's investment in its customers and employees – especially amidst cutbacks, downsizings and wage freezes – is critical to continued success. Not only is the Mo Show the best place to gather all the information, resources and contacts needed to make productive decisions about motivation and people performance, it also puts the attendee one step ahead of the competition. Companies that invest in their customers, employees and channel partners during tough times fare better than their counterparts who don't – they come out stronger, better positioned and more profitable once things turn around.

Companies in "cutback mode" may not send anyone to The Motivation Show this year, figuring they can get by with a little less in the way of incentives and engagement strategies. Big mistake. The truth is keeping customers loyal and employees engaged is even *more* important when times are tough. The people who exhibit and attend The Motivation Show every year understand this.

Emphasis On Education

The people at The Motivation Show know that continuous learning leads to continued success. That's why this year's conference program has been significantly expanded from last year. Based on an overwhelming response from attendees in 2008 who wanted to see more education, some 70 seminars and keynote speeches will cover these five critical areas:

1. ***Employee Engagement and Recognition***
2. ***Motivating Sales and Channel Partners***
3. ***Customer Loyalty***
4. ***Meeting & Incentive Travel Strategies***
5. ***Promotional Consultants and Incentives***

Limitless Options

Seminars are only one part of the learning experience. Given that it's the world's largest collection of ideas to stimulate sales, improve performance and reward service, your options are limitless. Next month, you'll be joining more than 10,000 professionals from companies like AT&T, Caterpillar, Ford, Harley-Davidson, HP, Kraft, MetLife, Nestle, Pfizer, P&G, State Farm and Visa who come to the Motivation Show to share innovative thinking, set strategies and network in a stimulating, educational and business environment. Also, more than 100 new products will be on display in the *Innovative Products Gallery* from leading suppliers.... like Tumi!

Events

Aside from education, networking opportunities will abound at this year's show, beginning with the *IMA Circle of Excellence Awards Luncheon* and the Tuesday Keynote Luncheon with best-selling author Rodd Wagner of Gallup Consulting, and the IMA All-Industry Reception later that afternoon. Wednesday's schedule includes the Keynote Luncheon with best-selling author Don Peppers, Co-Founder of the Peppers & Rogers Group. The Mo show is the "big tent" in our business and you need to be inside when the curtain goes up.

Trend-spotting. Goal-setting. Team-building. Jump-starting. New information. New products. New solutions. The Motivation Show is the ultimate destination for business professionals looking to create a link between engaged employees, customer loyalty and company profitability.

It's All Happening in Booth #2218

Tom Cruise as Tumi Special Markets Rep: I want the booth.

Jack Nicolson as Tumi Special Markets Sales Manager: You want the booth?

Tom Cruise: I think I'm entitled to the booth!

Jack Nicolson: YOU CAN'T HANDLE THE BOOTH!

Attention Officers and Gentlemen! Tumi will be unveiling our brand spanking new booth for this year's Motivation show. It's 400 square feet of fresh Tumi goodness including a preview of some 2010 collections that I just can't wait to show you. We'll have the new Tumi hardsided wheeled pieces, new handbags and several bags from the three new T-Tech collections that will debut in January. There is even talk that Renee Sarao and Lisa Lopez may make a cameo appearance, assuming our crowd control plan gets approved by McCormick Place security. The Tumi booth **2218** is the place to be!



My appointment book is now open and filling up fast! Don't rely on the fact that your customer will do a drive-by. Trust me on this – it's best to make an appointment. We will be supremely respectful of your customer's time and will spend as much or as little time as they like.

IMRA CAFÉ RETURNS TO MO SHOW



It's lunchtime at the Mo Show and you've got a hungry customer on your hands. You could wait in line for 45 minutes for an \$8 slice of cold pizza and a warm drink thrown at you by a lady on work release from Joliet State Prison and then have no place to sit.... but there is a fantastic alternative! The IMRA Cafe is back this year and under a new management. It'll be better than ever providing an excellent opportunity for uninterrupted, face-to-face time with attendees.

Tables can be reserved for lunch, so you can have a just-off-the-show-floor site to eat, meet, network and sell more Tumi. Your table reservation includes lunch tickets, so you can skip the long lines and get right down to business. Utilize the valuable time you have with attendees by scheduling off-the-show-floor lunches and meetings at the IMRA Cafe. This year, there will be soup and salad options, a selection of entrees, seasonal vegetables and a choice of beverages and dessert. The IMRA Café even has its own web site this year at www.imracafe.com. Tickets are selling fast – go to the web site and get yours soon!

HOW DO YOU MAKE THE BEST BAG BETTER?

By punching holes in it, of course. Tumi is improving the best handle system in the industry by enhancing our current system so it can be positioned at 2 different heights. This makes our handles even more comfortable to carry for more consumers.

We are achieving this by adding 2 holes into the handle tubes so that the locking mechanism can catch at the either a mid level or fully extending height. Fully extended, our handles are positioned at 41.5" which appeals to most customers. The new mid height positions the telescopic handle to 37.5" and will appeal to many shorter travelers.

We have started to make this rolling change in our June & July production across all collections so you will see it implemented in new product deliveries starting in August through October. This is another great example of Tumi's continual commitment to improve its products.



CUSTOMER APPRECIATION EVENT



I know that you get some pushback every time we run a consumer promotion, but I can assure you that the occasional promotion has become the norm for every upscale brand at retail as we all work through the realities, at least in the short term, of our new economy. This one is structured in a way so as to minimize the effect on Special Markets.

Last week, Tumi launched a Customer Appreciation Event. Most of our dealers will be participating in this 20-day program as follows: For every \$250 spent on full-price, Tumi products, the consumer will

save \$50. Please note that T-Tech is not included in this event. The savings amount increases as the customer spends more. For example, one saves \$50 on a \$250 purchase, \$100 on a \$500 purchase and \$150 with a \$750 purchase. The discount applies to the total Tumi purchase, so multiple items can be purchased to receive the discount. This event will be supported by several ads in *The Wall Street Journal* and through email announcements to our database and ends September 7, 2009.

CUSTOMER COMMENTS:

Gather 'round, kids - it's story time. One time, many years ago, a smart rep put down the sandwich I had just bought him and told me this: our customers in this channel don't necessarily buy products. They buy price points, they buy solutions and they buy a lack of fulfillment hassles. Put a merchandiser in a difficult situation once in our business and it is very possible you may never, ever have a chance to do it again. There's just too many great brands at similar price points. It was sage advice.

OK, I'm just kidding about the sandwich (it was a pork chop), but last week we received an e-mail from an end-user and I am proud to present it here word-for-word with zero editing. The backstory is that we embroidered nine

Alpha pieces for a manufacturer of heavy equipment which were to be delivered to their sales meeting in Florida as a presentation to their top salespeople. One bag got lost in the UPS system when they shipped it to the destination hotel. Our customization team in Vidalia, Georgia was able to embroider him a single piece replacement order and get it to him overnight. The presentation ceremony went off without a hitch.

If you don't think that Tumi Special Markets' service levels are absolutely, positively the "best in class" in our channel, I would really like to hear from you.



Renne,

Just wanted to let you know that I received my order in good condition. I think your customer service is superb. From the initial placement of my order through to delivery, you've kept me informed all the way through, which is excellent. I've never dealt with another company with your degree of customer care. I have no hesitation in recommending your company to others.

Thanks for your prompt service.

Stella Menendez
Diesel Machinery International Corp.

TUMI STORE CELEBRITY SIGHTINGS

	<p>Producer Judd Apatow (40 Year Old Virgin, Knocked Up, Funny People) visited the Century City (Los Angeles) store with his family earlier this month. They purchased two Alpha pieces.</p>		<p>Jimmy Buffet visited the Watertown store in Chicago last week and purchased one of almost every electronics model we make and some packing accessories.</p>
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TUMI IN REPLINK'S SHIPQUICK PROGRAM



The internet has sped up the pace of business. For some of us, that's not always a good thing. I'm talking specifically about online award redemption sites - the custom programs you may not even know about! While you were sleeping, your customers set up stealthy programs and sent their program recipients to visit where they see all their program points and cruise all the cool stuff. You present product, assort the price levels, do some politicking (kiss some hands and shake some babies) and voila! A program goes live that you had no idea was happening! It's happened to me - it's happened to you.

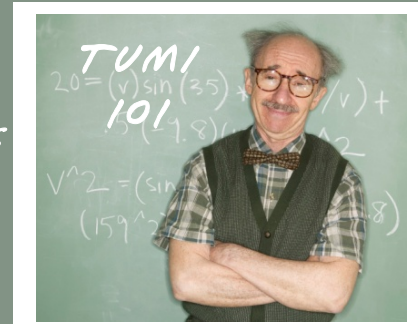
Our friends at RepLink have solved some of those problems with their new ShipQuick program and we are all over it like lint on one of Jon Hanson's cheap suits. Please note that this module has recently been switched on and is currently in effect. For over a year, RepLink has been talking with suppliers, reps, and resellers about the growing challenges of online dropship programs and the service issues and foul language caused when items are not available. As a result of discussions with Tumi and many other manufacturers, RepLink has created an innovative solution to this delivery problem with a new service they have called ShipQuick. It's a cool way for you to search and select merchandise that can actually be redeemed when the program requires fast and timely response. For

example, when you search for Tumi products, you will see our bestseller list items denoted as ShipQuick available. As you know, anything on the Bestseller list is always in stock and shippable immediately.

ShipQuick centers on a couple of brand new RepLink DataCenter fields and some intensive supplier training from new RepLink person, Kate Fabienke. She is working with suppliers to be sure they manage and update their information on a regular basis. They have added a new search criteria for Presenter so you can find the merchandise that is able to ship fast. Please note that our entire Bestseller list (and nothing beyond that) is on the ShipQuick program. Good Shipquicking!

TUMI 101: POINTS OF SALE

The first Tumi store opened in Santa Monica, California in 1997. Today we have over 130 Tumi stores in 40 countries as well as numerous boutiques and shop-in-shops in the finest department and specialty stores, airports and travel retail centers. We are sold in Neiman-Marcus, Saks Fifth Avenue, Bloomingdale's and we are the only luggage / business case brand sold at Nordstrom. Tumi products can also be found on the internet at tumi.com.



Inspired by the most glamorous times of travel, Tumi's latest company store retail environments evoke a sleek and sophisticated experience replete with Art Deco references and modern materials that showcase our products and reflect the brand's status. Tumi's retail concepts reinforce the authenticity of the brand and assure consumers of the absolute finest shopping and after sales service.

POWERPACK ISSUES

Please be patient while we work through some quality issues and a stockout situation on the powerpack model 14363 (both red and gunmetal). More on the status of this model soon.



The Tumi Special Markets Update is published whenever the hell I feel like it for the express use of the Tumi Special Markets Sales Force by:

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