



SPECIAL MARKETS UPDATE

February 3, 2010

TUMI INTRODUCES ALPHA BRAVO



When I told you that the product introductions would come fast and furious in 2010, I wasn't kidding! I am delighted to introduce the newest Tumi collection; Alpha Bravo.

Alpha Bravo is a modern range of day bags that defines bold, contemporary design combined with cutting edge performance. This collection is targeted to fast paced individuals and design conscious customers who appreciate accessories that enable a dress casual lifestyle without compromising their professionalism. Alpha Bravo is versatile because it allows its owners the freedom to choose how to use it, as opposed to having their bag dictate how it has to be worn. Totes can be used as business cases one day or a gear bag the next. A casual slim cross body bag can fit a neoprene protected laptop, but doesn't scream "I'm headed to work!". The fashion is relaxed and casual so our Ballistic is appropriate when it's soft, body conforming and unstructured.

Alpha Bravo is Tumi's solution for reaching and attracting the next generation of contemporary consumers. These customers tend to be early adopters and range from fashion aficionados, rising careerists, or professionals looking to loosen up their look. They demand quality and they demand the Tumi brand.



Our new Alpha Bravo collection defines the concept of "this isn't your father's Tumi". This collection will appeal to men and women that see the Tumi brand for the global icon that it is, but don't want to carry a traditional business case. Instead, they seek fashionable bags that are incredibly versatile so they can be free to chose how to use them. In contrast to pure business laptop briefs, this consumer selects bags that are either slim for greater mobility and freedom, or bags that are large enough to hold all of their activity gear, electronics and fit their personal style.





Alpha Bravo Collection Characteristics:

- Softer ballistic material
- Inverted seams for more rounded shapes
- Piped edges & inverted seams vs. Alpha's binding
- Longer handles for more carry options
- Different silhouettes: Larger duffels and totes, Slimmer but larger cross body bags
- Organization but not at the risk of defining how the bag must be used - lots of generic pockets
- Looks great combined with "regular" Alpha, but reflects its decidedly younger attitude
- Modern contemporary styling - will appeal to both men and women



STYLE#	DESCRIPTION	MSRP	BLACK [DH]	SPRUCE [SPH]
22301	Detrick Large Vertical Cross Body	\$145		N/A
22302	Myer Horizontal Slim Cross Body	\$145		
22320	Belvoir Daily Tote	\$245		
22340	Everett Essential Tote	\$275		
22349	Fallon Soft Tote	\$235		N/A
22353	Kessler Large Duffel	\$325		
22380	Lejeune Backpack Tote	\$295		
22370	Benning Deluxe Messenger	\$225		

Alpha Bravo Collection – Key Features

<p>Tumi Ballistic Nylon</p> <ul style="list-style-type: none"> World renowned for enhanced durability, Tumi ballistic stands up to the rigors of daily use. Bravo Ballistic has a softer coating and construction than FXT but maintains all of the expected performance characteristics 	<p>Layered Leather Logo Frame:</p>  <ul style="list-style-type: none"> Single needle stitching secure 2 layers of leather and also acts as the hinge point for carry handles Tradition metal logo plaque is center positioned
<p>Tumi Omega 2010 Zipper</p>  <ul style="list-style-type: none"> Fused RC Coils – use melted loopers to secure coils to zipper tape. Recessed coils have the added security of the recessed channel that actively protects top stitching Break-a-way pullers – easy to replace, protect zipper sliders & coils. “Rings of Saturn” design detail on zipper pullers – Authentic Tumi Design detail 	<p>Leather Monogram Patch & Frame:</p>  <ul style="list-style-type: none"> Featured in all Alpha bags, removable leather patches can be custom embossed for personalization <p>Leather Zipper Frames:</p>  <ul style="list-style-type: none"> Single & double needle stitching completely surround and secure leather frame around all main openings. Distinctive leather zipper end tabs <p>Leather Story Patch</p>  <ul style="list-style-type: none"> Indicates Tumi authenticity Helps position Tumi original design to consumers.



Alpha Bravo Collection – Key Features

<p>U-Zip Pockets</p>  <ul style="list-style-type: none"> •Iconic Tumi design element •Easy to open and gain quick access to pocket contents •Leather headers 	<p>Front Panel Stacked Pockets</p>  <ul style="list-style-type: none"> •Distinctive look with well organized pockets for quick access. •Hidden zip pocket under front panel fits tickets, wallets and accessories •Webbing straps are sewn to front for a distinctive design detail
<p>Alpha Shoulder Straps</p>  <ul style="list-style-type: none"> Patented Swivel Lock Hook Patented Tumi Tri-Hook Adjustable shoulder pads Automotive webbing strap 	<p>Inverted Seam Construction</p>  <ul style="list-style-type: none"> •Creates softer shaped bags •Less stiff than edge binding construction •Cinch straps with tuck locks compress bags
<p>Alpha Interior Org Panels</p>  <ul style="list-style-type: none"> •Interior pockets for phones, pda's, pens, cards and gear. •Polyester heat embossed, signature striped lining 	<p>Hide-A-Way Shoulder Straps on Backpack Tote</p>  <ul style="list-style-type: none"> •Two bags in 1 •Hide-a-way shoulder straps fold into the back pocket making it a top carry handle tote bag. •Leather wrapped handle grips make carrying comfortable and luxurious
<p>Add-A-Bag Sleeves</p>  <ul style="list-style-type: none"> •Larger day bags feature back panel sleeves so they can slide over handle tubes - carry 2 bags on 1 wheel-a-way 	



Alpha Bravo is on the Bestseller list, RepLink and currently the landing page of tumi.com. Place this collection with confidence for the future, but please be patient on the front end while we build our inventory positions. Some styles and all Spruce will not be in stock in quantity until March.

FOLLOW TUMI ON FACEBOOK AND TWITTER

Did you know that you can follow Tumi on Facebook and Twitter? In keeping with new developments and trends in social media, we have developed a strategy for the brand that communicates with our fans and consumers via both Facebook & Twitter. Currently the approach has included a few tactics which include incorporating new products, press highlights, the general topic of travel, all with the goal in mind of driving traffic to retail and tumi.com and YOU! I wonder how many of your other lines invest in this kind of activity? Our social media strategy has allowed Tumi to engage the consumer and receive immediate feedback and insight. We are consistently increasing our fan base and have recognized that the fans genuinely enjoy talking about Tumi, their travel and their experiences. With the online presence in the form of Twitter and blogs, comments both positive and negative have been brought to our attention so we can react accordingly. Toss us a tweet!



RANDOM QUOTE ABOUT 2010 RELATED TO OUR CHANNEL THAT MAY MAKE YOU WARM & SOMEWHAT FUZZY

Starwood Hotels and Resorts is looking forward to a bright future, despite opening an already impressive 83 hotels and signing 77 new deals in a recession-hit 2009. As it stands, there are as many as 100 hotel openings in the pipeline for 2010, including Starwood's one thousandth property.Starwood will continue to flesh out its presence in North America, a market that represents half of its total portfolio. The main emphasis will be on New York, where it will open six hotels this year, including two new Sheraton hotels and its first Aloft (Brooklyn) and Element (Times Square) properties.

...from Frits van Paasschen, president and CEO of Starwood: "In 2010we will continue to focus on opening great hotels, signing high quality new projects...and taking critical steps to ensure Starwood and our development partners are positioned to own the upswing as we increasingly see the global market turn into positive territory."

PPAI EXPO IN REVIEW

Another PPAI Expo Las Vegas is in the books and although it's hard to read my notes through the wine stains, casino IOU notes and some sparkly stuff of

unknown origin, here's what you have to know; This was year two of the PPAI's brand pavilion and we exhibited in a 10' x 20' space under the Indigo umbrella of brands as we did last year. Show statistics aside, attendance in the aisle seemed to be essentially the same as 2009 but I was pleasantly surprised at the increase in non-promotional products distributors. We were quite busy all three days except the last afternoon. Not sure if it's the time of year or the venue, but without a doubt, more "pure" incentive houses, corporate gift providers, loyalty providers and resellers of every description showed up, much to PPAI's credit and openness. Many are mistakenly



calling this the new Mo Show – it's a completely different primary audience and I'm not ready to crown it yet but the quality traffic is growing there. About 75% of rep principals were in attendance plus many salespeople. Did you go? \$25 rooms at the Excalibur - two hotels away - made it affordable assuming your immunization shots are up to date. Vegas' extreme housing surplus will undoubtedly lend itself to low hotel rates again next year and of course there is no easier / cheaper city to fly into in North America.

IMRA / IMA had high visibility with signage and a booth. Our move to take the IMRA cocktail reception from the Border Grille restaurant to the show floor had a few inaugural operational bugs, but was otherwise a home run and fantastic for your association. Our Indigo partnership at the show works beautifully on every level and you should continue to feel great about preaching the Tumi gospel in the ASI world. We easily positioned Indigo to customers there and continue to keep you from dealing with the onesies orders that would otherwise make you nuts. As you know, we even report them to you quarterly and commission you on them. This relationship is very "street effective" and Dean Resnikov says he accumulated over 500 scans over the course of the show – wow!

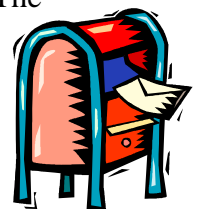


There are already improvements planned for next year. You probably already know that PPAI is taking the brand Pavilion show on the road to the Promotions East Show in Atlantic City and SAAC in Long Beach and the day before the IMRA conference in Scottsdale. You'd like a say in how things are run next year? I thought you'd never ask! Get involved through IMRA!

“YOU'VE GOT MAIL”

An occasional compendium of items that you should have received hard copies of in the mail. The following were sent to rep principals 10 days ago. If you did not receive them, call me.

- ➔ DVD of the Oneworld Airline Alliance Tumi video (one and a half minutes of incredibly well produced, content laden Tumi goodness that I know you will want to have on your site.)
- ➔ Selected leads from PPAI Expo
- ➔ Leads from Incentive Travel Exchange event



IMRA CONFERENCE

Join Tumi for the IMRA's Marketing Conference, March 7th to 10th in Scottsdale, Arizona. Of course, we'll be there with two convenient sales meetings and all the newest product and strategies with one and only one objective - to make you as successful as possible with Tumi. This year, you might know that we'll be doing a smaller version of PPAI's "brand" pavilion as a local show just before the conference. The 2010 conference will take place at the Westin Kierland Resort – an amazing facility, one of Scottsdale's finest. Come and help us celebrate the IMRA Conference's 40th anniversary! We'll get you the skinny on meeting times as soon as the schedule is set. You can download all the registration forms at www.imraconference.com.



TUMI SCRAPBOOK – SPECIAL MARKETS EDITION

What to Expect This Year

Top Incentive Picks

Pass On Through

A Big New Start-Up

For success, the Tumi Traveler's Handbook is the only guide you need. It's packed with insider information on the latest trends in the industry, from the most popular products to the most innovative programs. It's the only guide you need to succeed in the competitive world of incentives.

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