



SPECIAL MARKETS UPDATE

MARCH 30, 2012

INTRODUCING TEGRA-LITE!

I am pleased to present our newest and perhaps most technologically advanced collection in our 37 year history.

Staying true to our heritage of design innovation, technological advancement and product integrity, our new **Tegra-Lite** collection combines the highest levels of durability and impact resistance in a protective, hard-side case with the ultimate in lightweight ease and maneuverability.

Tegra-Lite is made from Tegr^{is}[™], a revolutionary polypropylene thermoplastic composite material created by high tech industrial textile giant Milliken for use in lifesaving armor, race cars and protective gear for college and pro football players. It is an extruded filament that can be woven into fabric and then pressed into hard sheets. The Tumi/Milliken partnership on Tegr^{is}[™] has been in development for several years and Tumi holds an exclusive on Tegr^{is} for travel and accessory products globally.



Tegr^{is} provides up to 15X the impact resistance of typical thermoplastics composites and maintains this level of performance at low temperatures (-40°C). It is incredibly light. Because it is 100% polypropylene, Tegr^{is}[™] offers significant weight reduction compared to other higher density, glass-filled composites such as carbon fiber and has significantly better anti-scratch and anti-shatter characteristics. Tegr^{is} is 65% lighter than the strength equivalent amount of steel and 32% lighter than the strength equivalent amount aluminum.

Tumi pioneered the use of military grade ballistic nylon in travel and business designs when we introduced it to the consumer market over 30 years ago. That tradition of innovation continues today. Originally developed for military use in bulletproof vests, ballistic nylon has become the standard for durability in luggage and business cases.



Milliken named the material Tegr^{is} from the Latin word which literally means "You are shielded." It was originally developed for the military to protect soldiers on the battlefield. Tegr^{is} panels are featured in personal body armor and in heavy layered concentrations. Tegr^{is} is used today in bomb blast shields, armored vehicles and tanks.

Many college & NFL teams equip their players with shoulder pads made from Tegr^{is} because it is extremely light and has been proven to be effective at protecting players from high-impact injuries.



Tumi's use of Tegr is the perfect choice for travel products because this extraordinary material is lightweight, long lasting, and will protect your belongings when you travel.

Airline check-in desks & curbside counters are where lighter weight bags matter most because it's here that bags are weighed and excess weight charges are imposed.

Starting your travels with a lighter bag saves time, hassle and money at check in. **Tegra-Lite** helps one avoid the excess weight charges that airlines impose, making the collection a constant value to its owners.

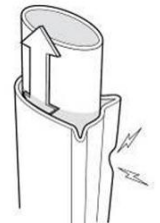


The **Tegra-Lite** collection is Tumi's lightest weight line of packing cases, with weight savings up to 39% over our other collections

Tumi Comparative Weight Chart						
	20"		25"		29"	
TEGRA-LITE	6.2 lbs		8.95 lbs		10.3 lbs	
VAPOR	7.1 lbs	-13%	10.35 lbs	-14%	12.55 lbs	-18%
DUCATI	8.4 lbs	-26%	11.2 lbs	-20%	13.9 lbs	-26%
ALPHA	9.6 lbs	-35%	14.7 lbs	-39%	16.6 lbs	-38%

TEGRA-LITE features:

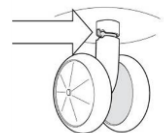
- Handles – X-Brace45™, patented tubes protect bags from damage
- Wheels – 360° turning for easy maneuverability
- Virtually Scratch Resistant – Special material reduces the signs of wear
- Bumpers – Polypropylene material surrounds & protects



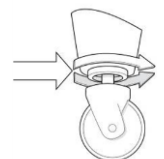
All combine to create a collection of unparalleled strength, durability and create Tumi's lightest weighing packing case collection.

Tegra-Lite wheels are significantly stronger than competitor brands because they combine two engineering elements: a ball bearing ring & an alloy post.

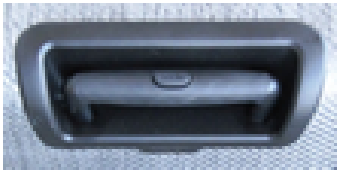
Many competitors' wheels use only a stationary post attached to the bottom of the bag and are highly susceptible to breaking when they are corner dropped. Impact is concentrated to the post which can bend, break, or cause the plastic post housing to crack.



Tegra-Lite wheels use a post but have the added benefit of a bearing ring. The bearing rings have embedded ball bearings to reduce friction and allow the wheels to spin more freely. The ring also distributes the force from corner drop impact evenly throughout the bearing and around the upper wheel housing. This protects the post from damaging the wheel housing, resulting in longer lasting, trouble-free wheels.



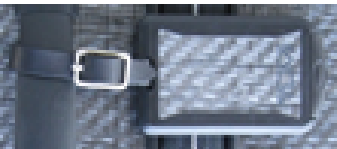
TEGRA-LITE Features & Benefits



Push-button, Telescopic Handles – Easy to operate with comfortable grips. Dependable, super-strong handle tubes stand up to years of punishment without complaint.



Omega 2010 Zippers - Feature Break-A-Way pullers that intentionally break when they reach 125 lbs. of strain. Zipper coils feature a recessed profile to protect thread from abrasion. Worry-free travel- Customers never have to be concerned that their zippers will open, spilling out the contents of their bags. Easy to service - Should a puller be separated, they can quickly be replaced in any Tumi store.



TSA Surface-Mounted Locks - Safe and secure, combination locks keep unwanted intruders out but enable the TSA officials access to your bags without destroying your locks.



Luggage Tags – Feature a retracting identity window so that bags are easily identified.

Tumi Logo Plate – Recessed under a molded edge on the front panel, protects a critical wear point and distinctively displays the Tumi brand.

Key Special Markets Selling Points: Tegra-Lite Is:

- ✓ **Appealing** - Created for real-world travelers who want the ultimate in protection, style and ease of movement.
- ✓ **Innovation** - the latest example of Tumi's dedication to bringing truly advanced & innovative products to the market.
- ✓ **Engineering Excellence** - made from TEGRIS™, a revolutionary material that offers unsurpassed impact resistance at very low weights.
- ✓ **Exclusive** - TEGRIS™ is exclusive to Tumi for use in travel products.
- ✓ **Lightweight** - Cases are very lightweight—Tumi's lightest packing case collection ever.
- ✓ **Protection** - the perfect choice for travel products because this extraordinary material is lightweight, long lasting, and will protect your belongings when you travel.
- ✓ **Virtually Scratch Resistant** - Show less wear & tear than all other brands tested
- ✓ **Inspired by Vapor-** Leverage Vapor's many patents and engineering to create the ultimate travel packing case.
- ✓ **Stylish** – Elegant, technical, & streamlined design that performs as good as it looks



STYLE#**DESCRIPTION****MSRP****28120****International Carry-On**

This lightweight, hardsided carry-on is our most compact wheeled carry-on design for those who travel domestically and internationally. It has four 360° swivel wheels for effortless maneuverability. Among the many technological and functional advancements of Tegra-Lite™ is Tumi's patented X-Brace 45™ handle system that adds structural rigidity to the case and prevents damage to the handle. The cases are lined and feature interior accessory pockets and tie-down straps, TSA integrated locks and exterior bumpers for added protection.

\$595

BESTSELLER LIST ITEM**28121****Continental 2-Wheeled Carry-On**

This lightweight, hardsided, two-wheel carry-on is ideal for the frequent traveler. It is designed to meet most domestic carriers' carry-on guidelines and offers a roomy interior for several days of travel. Among the many technological and functional advancements of Tegra-Lite™ is Tumi's patented X-Brace 45™ handle system that adds structural rigidity to the case and prevents damage to the handle. The cases are lined and feature interior accessory pockets and tie-down straps, TSA integrated locks and exterior bumpers for added protection.

\$595

28125**Medium Trip Packing Case**

This lightweight, hardsided case is ideal for longer trips. The roomy interior includes a removable garment sleeve, making the case ideal for business or leisure travel. Its four-wheel system offers incredible maneuverability. Among the many technological and functional advancements of Tegra-Lite™ is Tumi's patented X-Brace 45™ handle system that adds structural rigidity to the case and prevents damage to the handle. The cases are lined and feature interior accessory pockets and tie-down straps, TSA integrated locks and exterior bumpers for added protection.

\$745

28129**Extended Trip Packing Case**

This lightweight, hardsided case is ideal for extended trips. The extra-roomy interior includes a removable garment sleeve, making the case ideal for business or leisure travel. Its four-wheel system offers incredible maneuverability. Among the many technological and functional advancements of Tegra-Lite™ is Tumi's patented X-Brace 45™ handle system that adds structural rigidity to the case and prevents damage to the handle. The cases are lined and feature interior accessory pockets and tie-down straps, TSA integrated locks and exterior bumpers for added protection.

\$795



We will be sending each sales office a Tegra-Lite demonstration tool, a mini front panel, for your sample kit.

- Step on it - demonstrates material flexibility
- Scratch it with a coin – demonstrates durability
- Write on it with pen (non-permanent marker) – demonstrates non-marking qualities

Every scratch or mark wipes off with your hand – some more stubborn inks may require a damp cloth.

We introduced Tegra-Lite several weeks ago to rave reviews and even our aggressive forecasts promptly sold out. I am featuring Tegra-Lite in this newsletter because we have featured it in our home page of tumi.com and in our Spring, 2012 consumer catalog. You may have been asked for it already. Please be patient as we build inventory. Tegra-Lite is available to place in future programs and will be available for larger quantity orders in late summer. Place the 20" four wheeled piece (28120) in drop ship programs beginning in late May as we will have limited stock in that model for then. Tegra -Lite is on line at tumi.com and in Rep-Link.



TALES FROM THE ROAD: THREE TRAVEL APPS YOU'LL THANK ME FOR TURNING YOU ON TO

You already have all the standard airline and hotel travel apps. You've even downloaded some outside the box travel apps like Urban Spoon, Around Me, Kayak and Hotels Tonight. Here are three travel apps that you probably never heard of that you'll love;

Hipmunk: Goofy name and logo, but a cool app. Use this app to plan your travel—you can search for flights and sort by "agony" instead of price, which will factor in layovers, airport distance, sitting next to special markets sales managers, etc. Turn on the "heat maps" to see what the best areas in a city are to stay based on food, landmarks, nightlife, and more and they just added a hotel search. You'll never get stuck in the ghost town financial district again.

Roadninja: What's more frustrating than seeing the ambiguous fork and knife symbol on highway road signs? Will it have decent food, a clean bathroom, or be closed for the season? Take the guesswork out of road trips with Roadninja, which will tell you exactly what lies ahead at any exit. This is not an air travel / hotel finder, but a wonderful tool to tell you precisely what you're going to find at the next exit when you are highway driving. Browse through food, gas, lodging, attractions, and 24-hour pharmacies, and never again drive five miles out of your way only to wind up at a White Castle. Unless of course you're carting a sales manager around and he's hungry for White Castle. I'm just sayin'.



LodgeNet: Ever watch CSI? They walk into a hotel room with UV lights and a few chemical sprays and inside of five minutes, they can tell you what every guest did in that room back to 1983. Please, please don't tell me that you have ever napped or even sat on top of a hotel bedspread. If so, I hope your immunization shots are up to date. Do you think those things ever get washed? Do you think the remote control in your hotel room was ever cleaned? Ever? Me neither. Leave the Haz-Mat suits at home and download the LodgeNet app instead. 85% of the hotels in America utilize the LodgeNet TV service which will let you use your own cell phone as a remote control in your room. You can also use the app to call the front desk, bypassing your disgusting room phone which probably got cleaned the last time the remote control did.

APPLE IPAD UPDATE:



This just in from the Tumi design development team! We were one of the first in line at an Apple store for the new iPad 3 so we could get to work on designing cases for it – a huge growth area of our brand that you'll be hearing more about soon. The iPad 3 will NOT fit on our current iPad 2 cases. That said, our design team has already completed the design phase and our new iPad 3 cases are already in production at our factories overseas. We are excited to share with all of you that Tumi is perfectly positioned to be a leader in this fast growing business classification

While the iPad3 WILL NOT fit in the new iPad2 cases, the iPad2 will be able to fit in an iPad3 case. These cases are coming soon. Ballistic Black, Espresso, and Brown should be here 1st week of May. Leather will be available 1st week of June.

The main dimensional differences between the new iPad and the iPad 2 are as follows. The new Apple iPad 3 is:

- 0.03 inches thicker
- 0.10 pounds heavier
- Slightly larger aperture

The new iPad cover will also come in both leather and ballistic and offer the same features and benefits as the iPad 2 cover

Additionally, as Apple forges ahead in evolving their product to be a key leader in the mobile communication industry, we have also been hard at work to ensure that our product offering meets and exceeds the expectations of our customers. With that said, we are excited to announce that we are launching a new version of our Tumi Snap Case for iPad...**style 14239**. This new cover is **lighter, thinner and more refined** and will continue to offer a feature rich product as our existing cover does

Please note below for a visual side-by-side comparison of the **14238 vs. 14239**:



Finally, as Tumi continues to position itself as a leader in the mobile accessory business, we are simultaneously researching what is the next big opportunity on the horizon that will help us maintain our position in the market place as a leading innovating lifestyle accessory brand.

This Fall 2012 will mark the launch of a new mobile accessory cover for the Tumi brand...the Kindle Fire case. Leveraging our success with iPad cases, we have developed a focused assortment in leather (style 14260) and ballistic (style 14261) for the Kindle Fire Case

Style 14260

Style 14261



We are looking forward to a very successful year in the mobile accessory category and we believe the above product additions to our existing assortment will help lead the way

2012 Will Be 'Milestone Year' for Travel, World Travel Group Predicts

By Matt Alderton for Successful Meetings.com
March, 2012

This year will be a "milestone year" for travel and tourism, according to the World Travel & Tourism Council, which recently released predictions for industry growth in the months ahead. According to WTTC's forecast, the industry's direct contribution to the global economy this year will surpass \$2 trillion in GDP and 100 million jobs. Add indirect economic impact, and the travel industry will contribute as much as \$6.5 trillion to the global economy and generate as many as 260 million jobs – or 1 in 12 of all jobs on the planet.

WTTC's predictions are based on research showing that the global travel and tourism industry will grow by 2.8 percent in 2012, marginally faster than the global rate of economic growth, predicted to be 2.5 percent.

Further, WTTC forecasts continued growth for the next decade: It predicts that average annual growth will be 4 percent through 2022, when it expects travel and tourism employment to be 328 million, or 10 percent of all jobs on earth.

IMRA CONFERENCE 2012 MEETING



Planning is almost complete for the 2012 IMRA Marketing Conference to be held in April at the spectacular Grand Hyatt in Tampa Bay. This four diamond resort is set in the context of a beautiful and natural 35 acre wildlife sanctuary. **Please remember that there will two Tumi sales meetings, both on Monday, April 23rd. The first is 7:00 – 9:00 am and the second is 3:15 – 5:15 pm.** We'll uphold the Tumi tradition of jamming 4 hours' worth of stuff into two hours. When you're making your travel arrangements, don't forget to register on line at the IMRA web site for the two golf events on either end of the Conference to be held at the fantastic TPC Tampa Bay.

TUMI APP

If you're carrying an iPad around, we've put yet another fabulous sales tool in your hands. Go to iTunes and download the Tumi iPad app today!



Who's That With Their Tumi?



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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