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Rab Brings On Sales Rep Ed Sampson for Southwest Territory

Derbyshire, U.K., July 1, 2008 – Rab, the leading British manufacturer of technical mountaineering garments, gear and accessories, is pleased to announce the hire of Ed Sampson of Tenaya Group as the Southwest U.S. sales representative.

“As we enter the next phase of growth in our U.S. sales, we are focused on providing the highest level of service to our specialty retail partners,” said Rab owner Matt Gowar. “Ed’s relationships in the climbing community, both personal and professional, reflect a level of commitment that make him a perfect fit to represent Rab as we expand our dealer base. We are excited to have him join the team.”

Sampson’s 25 years of outdoor industry experience includes positions as retail sales employee, climbing guide, sales manager and president of La Sportiva, N.A. He began his career as an outside sales representative in 1984 with Gramicci and Boreal and currently, in addition to Rab, oversees the Southwest territory for La Sportiva, BlueWater Ropes, Backpacker’s Pantry and Teko.

Sampson is a veteran of the California climbing scene. Happiest when he’s climbing in Yosemite with partners of 35 years, backcountry tele-skiing fourteeners in the Rockies or camping in Tuolumne with his family, his enthusiasm for the outdoors is translated into a passion for his job and the lines he represents.

“I look forward to working with Rab,” said Sampson. “Their line of high-quality products and established experience in the U.K. and European outdoor markets complement my mountaineering lines and fulfill dealer needs.”

Sampson can be reached by phone at 303-931-9404 or 303-449-0242 or by email at ed@tenaya.us.

About Rab:

Rab Carrington, one of Britain’s foremost mountaineers, established the Rab brand in 1981 to design and manufacture the world’s finest down clothing and sleeping bags. From these early days, Rab created a reputation for producing garments designed for the most extreme conditions in the world, and for searching out the finest technical fabrics to use in his designs. Rab clothing stands among the most technical and innovative on the market, designed to meet

the exacting demands of the Scottish mountains that remain the inspiration and testing ground for many of the products. The Rab brand continues to be run by climbers for climbers and all products are tested in extreme environments by our team of mountain athletes.

www.rab.uk.com