



NEWS RELEASE

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GoLite Welcomes New Sales Representative

Dave Donahue to Drive Sales Growth in Northeastern U.S.

Boulder, Colorado, March 25, 2010 -- GoLite, the premier manufacturer of lightweight, high performance and sustainable apparel and equipment today announced the addition of Dave Donahue of Kinetic Representatives to its US sales representative team. Mr. Donahue will cover the New England and Mid Atlantic territories for GoLite.

Donahue has worked in both the outdoor and travel specialty channels for over ten years with brands such as Eagle Creek, Exofficio, Vasque Footwear, and Cloudveil. He has extensive experience with key industry software platforms including, Centerstone, iVendix, 3point5 and Brandwise.

Kevin Volz, GoLite North American Sales Manager, stated, "We are really happy about the addition of Dave to our growing sales team. With his large territory and GoLite's recent dramatic growth of 49% in 2009, Dave has decided to represent only GoLite so he can focus all his time and energy on the brand. We're confident that this unique arrangement will allow for exceptional attention to both the sales and service of the GoLite brand and products throughout the Northeast."

Dave can be reached at:

Dave Donahue

Kinetic Representatives

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About GoLite

GoLite is the premier global manufacturer of lightweight, innovative and sustainable apparel and equipment designed specifically for outdoor athletes. GoLite is dedicated to transforming the outdoor athlete's trail experience by designing and developing simple, beautiful high performance gear that lets people experience nature more with less. GoLite is committed to building a truly sustainable business, one that minimizes its environmental impacts and produces its products in factories that are fair, safe, and non-discriminatory. GoLite products are available in 23 countries worldwide. For more information visit www.golite.com.

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