



For Immediate Release

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GoLite® Sales Increase 93% Despite Poor Economy

Boulder, Colorado, April 2, 2009 -- GoLite, the world's premier producer of lightweight equipment and apparel for active outdoor adventures, based in Boulder, Colorado announced today a 93% sales increase from Q1 2008 to Q1 2009.

"As a privately owned business, GoLite guards its financial information closely," said Demetri Coupounas, co-founder and president. "But with so much negative economic news, we thought our results were too good not to share."

The results stem from strong increases in each of the company's three key regions: the Americas, Europe and Asia, in both sales per existing door, as well as new accounts.

"Outstanding product is certainly the key driver of our success. Over the last two years we've made a significant investment in product which is now coming to market. Dealers that have not carried GoLite before are now jumping on-board. And those who have cherry picked key products from our line historically are now purchasing more broadly across multiple categories," continued Coupounas.

GoLite apparel has been completely revamped with emphasis placed not only on unique technical advantages, but also style, fit and color. In addition, GoLite's design philosophy of focusing on only what's needed and nothing more is resonating strongly with consumers who are facing an increasingly complex world.

Founded in 1998, 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. Driven by a philosophy of sustainability, GoLite is striving to be a 100% "carbon neutral," zero waste company that uses a majority of environmentally preferred materials and zero restricted substances in its products by 2010. GoLite operates in 23 countries worldwide. For more information, visit www.golite.com or call 888-5-GOLITE.

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