

From mountain trails to Wall Street and everything in between

It used to be backpacks were simple items, functional to their intended purpose and nothing more. Today, the backpack has become so much more, serving a multitude of requirements, each unique to its wearer. In many ways backpacks have become the do everything utility solution, slowly but surely evolving into a personal companion to wearers of varying employments, styles, and ideologies throughout their journey of life.







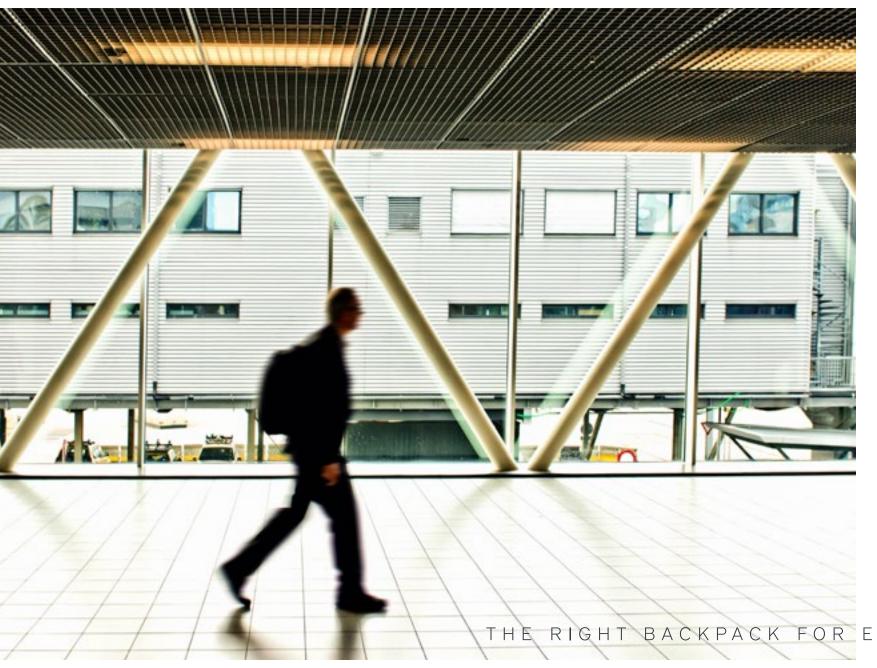
EVERY PERSON HAS A **Journey**. Every backpack has a **story**.



























Because of this preference towards personal expression, the market has had to respond in order to offer products to a wider variety of tastes, purposes, and increasingly multipurpose uses that keep the journey going for today's busy lifestyles.

BUSINESS

STUDENT

OPERATOR KANDI'S

OUTDOOR

SPECIALTY

ACTIVE

WE KNOW BACKPACKS

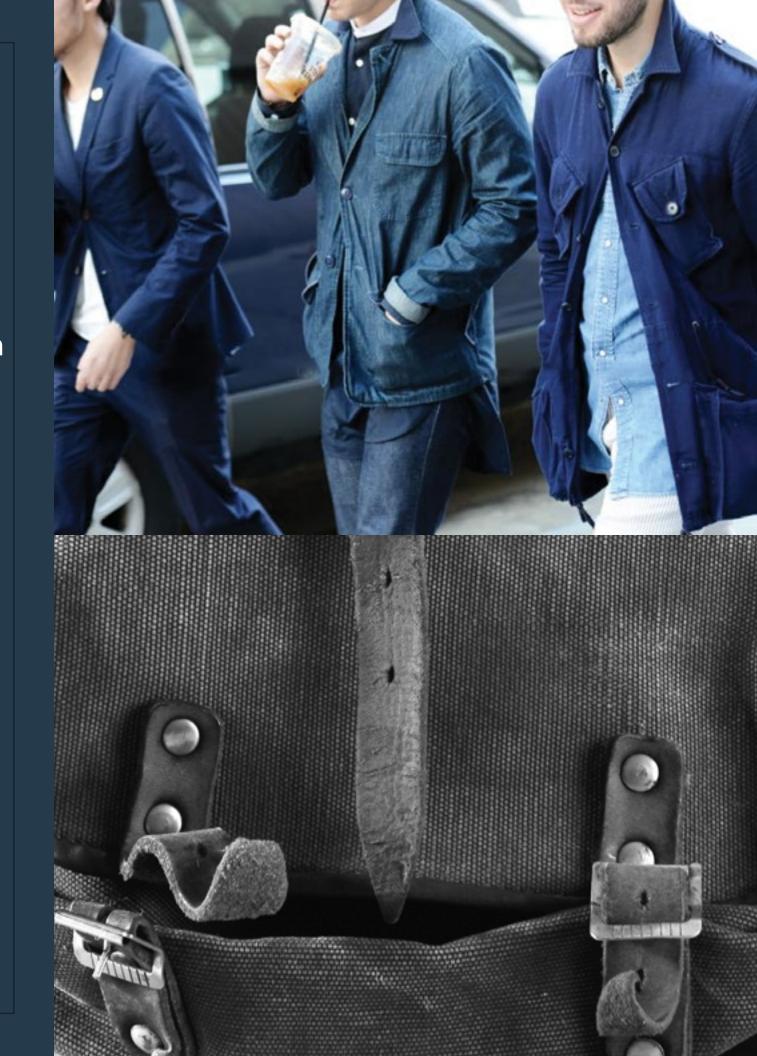
The Backpacks.com Approach

Despite a diverse and competitive consumer landscape, multi-brand online backpack retailers have yet to resonate with the true desire of the consumer. Consumers today want to purchase an experience rather than just a commodity. Through its unique mix of seasoned industry experts across a variety of fields and ownership of the domain Backpacks.com, we not only understand this need, but embrace it in everything we do.

The Value of Backpacks.com

We have a team built on years of expertise and success in the backpack industry:

- Driven by the most powerful organic search domain name for the product category
- Backed by the team that successfully built and managed the iconic SWISS @GEAR brand into a global powerhouse
- Leveraging the expertise of one of the original "gurus" of the internet – and one of the largest domain holders on the planet
- Managed by the team that successfully developed the online platform SWISS (1) GEAR









The Backpacks.com Difference

That difference is what the Backpacks.com advantage is all about:

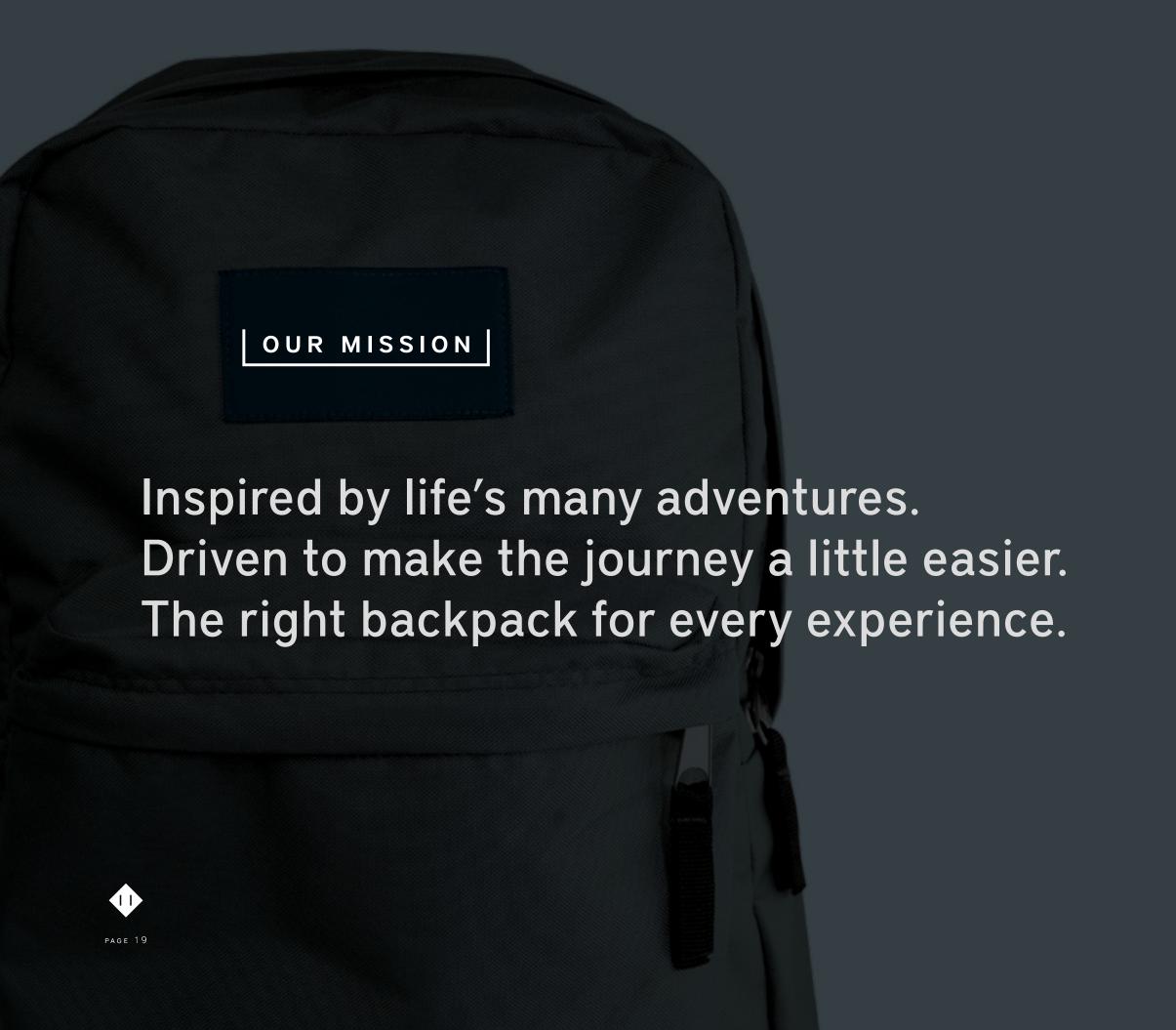
- An intimate boutique shopping experience with all the global reach and leading technologies consumers expect from a leading online store
- Partnered exclusively with best-of-breed brands that emphasize
 - Fashion & Expression
 - Innovation & Design
 - Form & Function
 - Quality & Durability
 - Craftsmanship & Detail
- All backpacks offered through Backpacks.com are curated for their own unique qualities and placed in the various categories known to resonate with consumers eager to find those characteristics
- State-of-the-art shopping tools for sizing and functionality
- Reviews and experiences included from real Backpacks.com customers as well as trusted field ambassadors





In creating this unsurpassed retail experience, Backpacks.com delivers tremendous value to brands and manufacturers by elevating backpack purchases far beyond e-commerce transactions. Rather, buying with Backpacks.com is the beginning to an amazing journey through life, from school, to travel, to work, to leisure, and beyond, we provide the backpacks that carry people through it all – and keep them coming back as their paths continue to evolve.



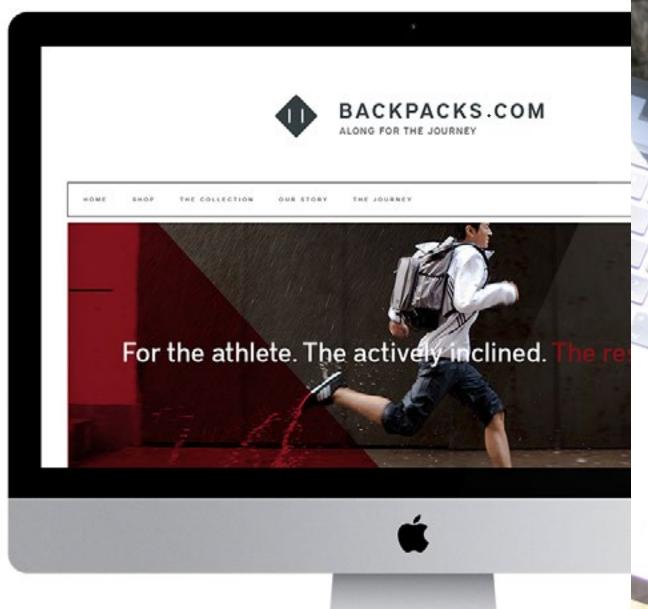




TOP OF THE GAME

Blazing a Trail – Backpacks.com

In today's digital world – the domain is everything. That concept is even truer when it comes to online retail. The Backpacks.com domain is more than a destination - it is the power behind the new leader in the market.





The Domain Leader

We own the leading space online for backpacks:

- "Backpacks" receives an unprecedented number of Google searches per month
 - 134,000 natural exact matches per monthnearly 5,000,000 broad matches per month
- Backpacks.com positions us as the original and trusted authority on the world's finest backpack brands
- Backpacks.com provides a huge competitive advantage that can be leveraged towards exponential growth possibilities for the company and all of its brand partners

