



KHOMBU ANNOUNCES PARTNERSHIP WITH U.S. SKI TEAM & WORLD CUP ATHLETES

Erik Arvidsson & Abby Ghent Signed As Official Khombu Brand Ambassadors

New York, NY – November 16th, 2015 - Khombu, the innovative footwear and outerwear brand synonymous with function, fashion, performance and exceptional quality for the outdoor athletic category, proudly announces a new partnership with alpine athletes, **U.S. Ski Team member Erik Arvidsson** and **World Cup ski competitor Abby Ghent**. These young, global competitors will be recognized as the **Official Khombu Brand Ambassadors** throughout the 2015/16 season, kicking off at First Tracks in Copper Mountain, CO in November 2015. In addition, the athletes will be featured on Khombu's social media for a behind the scenes look at the rising stars as they live beyond the limits.

In partnership with Khombu's technical designers, the athletes will also consult on the development of a signature performance footwear, outerwear and hosiery collection, available at retail for Fall 2016. Khombu is proud to be known as the **official supplier of après ski boots to the U.S. Ski Team**. As part of Khombu's commitment to American communities, specific pieces of this collection will be assembled by the trusted, family-owned footwear producer, Munro Factory Group, in Hot Springs, Arkansas. The collection features a special Vibram outsole for non-slip and enhanced gripping. The boot is also very lightweight, under 10 ounces on average. The result is a collection inspired by the daily routines and needs of elite skiers that is accessible to athletes and customers around the world.

"Khombu is honored to engage world-class athletes at this critical stage in their career. Performance, functionality, and portability are the essential product characteristics for both Erik and Abby as they are travelling with extremely limited luggage for months at a time," explained Khombu's Divisional Vice President of Global Brand Strategy, Brandy McCarty. "We're excited to work with our athletes and continue to design innovative footwear, outerwear and hosiery, showing customers everywhere Khombu's dedication to performance, quality and U.S. craftsmanship."

Official Khombu Brand-Market Appearances:

- **Outdoor Retailer, 2016 Winter Market in Salt Lake City, UT, Jan. 7-10, 2016**
- **Snow Sports Industries (SIA) Snow Show in Denver, CO, Jan. 28 - 31, 2016**
- **U.S. Alpine National Champs in Squaw Valley, CA, 2016**



About Erik Arvidsson:

Skiing since the age of 2, Arvidsson's accomplishments on the race course include winning the Combined and Slalom Titles at the 2012 J2 National Championships, the 2014 Under 18 National Championships Slalom Title, and finishing sixth in both Downhill and Super G in 2014. Arvidsson has been a member of the U.S. Ski Team since 2014. Khombu will serve as a headgear, outerwear, and footwear sponsor for Arvidsson in the upcoming 2015 – 2016 season. Currently, Khombu and Arvidsson are partnering on the development of the lightest weight Men's Après' Ski boot in the industry, featuring Vibram technology, which will be available at retail in Fall 2016.

About Abby Ghent:

Abby Ghent was the fastest female Super G skier on the North American circuit in 2014, which awarded her the World Cup Super G Start for the 2015 World Cup season. A daughter of former U.S. teamers, Abby has continued their tradition of excellence, with her own experience as a U.S. Ski Team athlete and now competing on the World Cup circuit. She cut her teeth in the same Ski and Snowboard Club Vail program that produced athletes Lindsey Vonn and Sarah Schleper. Khombu will serve as the official footwear sponsor for Ghent in the upcoming 2015 - 2016 season.

To follow Khombu's adventures with Erik Arvidsson and Abby Ghent, visit Khombu's social platforms (Khombu Footwear on Facebook and @Khombu on Instagram) and www.khombu.com.

ABOUT KHOMBU:

Born in adventure and raised in the city, KHOMBU is an outdoor lifestyle, footwear, outerwear and accessory brand that reflects function, fashion, performance, exceptional quality and a commitment to community. Launched in 1969 as a waterproof brand designed for outdoor enthusiasts, the name KHOMBU originated in the Khombu Valley near the base of Mount Everest and evolved into a year-round outdoor brand that delivers the ultimate in performance gear. Khombu's functional products are complimented by contemporary styling to meet today's outdoor lifestyle needs, from the mountain trails to the city streets.

Khombu can be found at top tier global retail partners including fine department stores, specialty athletic retailers, national footwear retailers, online retailers, iconic independent retailers, as well as esteemed independent sporting goods outlets. For more information, visit www.khombu.com.

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