

## **eBags Adds to Senior Leadership Team**

DENVER, Mar. 3, 2016 – eBags, the largest online retailer of luggage, backpacks, handbags, and accessories, announced today several key executive hires and new appointments to the management team. Scott Erdman has been named Chief Merchandising Officer and Krista Paul is joining as Vice President of Content Innovation. eBags also announced that Mike Frazzini has been appointed Chief Technology Officer and Chris Seahorn Vice President of Marketing. This news comes on the heels of eBags selling its 25 millionth bag and finishing 2015 with record sales.

“We are fortunate to have extraordinary depth and breadth of talent across eBags’ executive team,” said Mike Edwards, eBags CEO. “These new appointments will help us continue to make huge strides in mobile optimization, growing our product portfolio and increasing customer engagement, loyalty, and sales.”

Scott Erdman is a veteran in retail, merchandising and ecommerce with more than 20 years of experience in luxury retail, apparel and accessories. Erdman joins eBags from Bluefly, where he served as Chief Merchandising Officer. Erdman spearheaded the site’s transformation from an asset owned business model into a marketplace business model, making the site a true destination for fashionable consumers. Erdman has also held management positions at Saks Fifth Avenue, LVMH, and Macy’s.

“I am delighted to be joining the dynamic and creative team at eBags and play a role in the company’s future success,” said Erdman. “I think the company and industry are poised for growth and innovation, which makes this an exciting time for an ecommerce merchant to be joining the organization.”

Krista Paul brings with her extensive digital marketing and travel ecommerce experience. She founded the travel loyalty platform UsingMiles in 2009, which helped frequent flyers manage all of their miles and points in one place. The business was sold in 2013. Having built marketing teams from scratch at startups and global companies, Krista has broad experience creating and managing the digital and social strategy, including influencer marketing, consumer PR, interactive marketing and customer engagement.

Mike Frazzini and Chris Seahorn, longstanding executives at eBags, have been appointed senior leadership roles within the company. Mike was the first IT person to join eBags in 1998. Under Mike’s leadership, eBags has grown from a lean startup into a top ecommerce travel destination. In his new role, Mike will focus on building an industry-leading IoT-platform-connected mobile technology and an innovation pipeline of critical technology to facilitate agility, profitability, and customer experience.

“It’s an honor to lead the technology efforts at eBags,” said Frazzini. “We have seen rapid transformations in IT environments since I joined the company 17 years ago. We are capitalizing on new and emerging trends in IoT and mobile to maintain a culture of innovation within eBags’ engineering team.”

Chris Seahorn, newly appointed Vice President of Marketing, is a seasoned marketer with 20 years of ecommerce, online usability and digital experience. Chris has been with eBags for 11 years and has developed data-driven acquisition and retention marketing strategies to support customer acquisition. Chris has also held management roles at ShopAtHome and MapQuest.

Edwards commented, “We have a wealth of people in the eBags team with broad experience, proven results, and high levels of expertise. I’m incredibly happy to recognize these new executive team members and feel confident we have the team to achieve incredible innovations in the travel industry.”

#### About eBags

eBags is the leading online retailer of luggage, backpacks, and accessories. With over 25 million bags sold and 3.2 million customer reviews, eBags features 67,000 products from 600 brands, including Tumi, Kenneth Cole, Patagonia, and more. For more information, visit [www.eBags.com](http://www.eBags.com).