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FOR IMMEDIATE RELEASE

eBags Co-Founder & EVP Peter Cobb Joins National Retail Federation Board

DENVER, CO—[eBags](#), the industry-leading e-tailer and travel gear expert, reports its Co-Founder & EVP Peter Cobb has been elected to the Board of Directors of the National Retail Federation (NRF). Announced during the trade organization's 106th annual [Retail's BIG Show](#) in New York City (#nrf17) Peter will serve a three-year term. Mr. Cobb co-founded eBags in 1998 and was essential in creating the original business plan, raising capital and mapping out how a humble startup would become the leading online retailer for the travel goods industry.

"Peter has been committed to helping eBags stand the test of time, which was started out of his basement 17 years ago," says Mike Edwards, eBags' CEO. "His steadfast drive and ability to stay at the forefront of all things retail is one of the reasons eBags continues to stay ahead of the innovation curve. We are pleased to announce that he will be accepting this important post with the National Retail Federation and look forward to supporting him as he helps build the retail of tomorrow."

Peter is past chairman of NRF's Shop.org, the leading trade association for digital retail, and past chairman of the Travel Goods Association, which presented him the TGA Award in 2009 for outstanding service to the travel goods industry.

"Retail is critical to our economy, accounting for one out of every four jobs in America, yet there remain challenges in advancing the retail agenda," said Cobb. "Whether it is by impacting legislation, advocacy, education, or thought leadership, I look forward to helping NRF shape a stronger retail future."

"Peter Cobb is an e-commerce pioneer whose innovative spirit has kept him ahead of the rapid changes transforming the way people around the world shop for goods," said NRF President & CEO Matthew Shay. "With his standout success building a best in class e-commerce brand and selfless devotion to guiding the industry, I'm excited to have Peter's voice at the table as we advance the NRF agenda on jobs, innovation and consumer value."

eBags is at the leading edge of mobile technology implementation, with mobile web interaction growing at 70% per year. eBags' own Brand's sales grew at 53% in 2016; 96% of customers say they would recommend eBags Brand products to a friend. The company has deep and lasting relationships with 900+ Brands and drop-ship fulfillment capabilities that allow for market leading selection of Brands and SKUs.

About eBags: With more than 17 years in the travel goods industry and 29 million bags sold, [eBags](#) is the leading online retailer of luggage, backpacks and travel-related accessories. The company is devoted to helping its customers find the perfect travel gear for any journey. Ranked a top luggage retailer in 2016 by Consumer Reports, eBags features more than 90,000 products from over 900 brands, including Tumi, Samsonite, Bose, Kenneth Cole, Patagonia, The North Face, PrAna and more. For more information, visit [eBags.com](#)

About NRF: NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy. [NRF.com](#)

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