



SAMSONITE GROUP ANNOUNCES DIRECT ENTRY INTO RUSSIA MARKET

Moscow/London - 17th April 2007 – Samsonite Group, the worldwide leader in travel solutions, announces today that it has initiated direct operations in the Russian market through Samsonite Russia LLC

The direct operations will help reinforce and develop Samsonite's market leadership in Eastern Europe. Samsonite products have been present in Russia through distributors since the early 90s and have built a formidable reputation with the Russian public.

Samsonite Russia LLC will initially operate directly through eight retail locations in the best shopping malls of Moscow and Nizhni Novgorod, including such luxury shopping malls as the GUM and Atrium and a wholesale activity supplying the best customers throughout the country. The growth strategy will include further retail store openings, directly operated or in franchising, as well as expansion in new territories such as Ukraine, Belarus and Kazakhstan. Samsonite Russia LLC will also introduce in Russia the other brands from the Samsonite Group, such as Lambertson Truex, Lacoste, Timberland and American Tourister

The partnership reinforces and accelerates Samsonite Group's President and CEO Marcello Bottoli's vision of turning Samsonite into a global luxury lifestyle group with a strong market penetration and leadership in all continents.

Bottoli added, "We are thrilled to add a strategic market like Russia to our portfolio of direct operations. This move further consolidates our global leadership, reinforces our position in the Eastern European region and comes at an exciting time for Samsonite as it executes a broad range of global initiatives, reinforcing its position as an elite global luxury lifestyle brand".

Mr. Vyacheslav A. Shikulov, General Manager, Samsonite Russia LLC, commented, "I am very excited about this development and the growth opportunities that the Russian markets presents to us. I look forward to building a first class retail and wholesale operation and position Samsonite amongst the luxury brands in this country".

NOTES TO THE EDITOR

About Samsonite Group

Samsonite is the worldwide leader in superior travel bags, luggage and accessories, combining notable style with the latest design technology and the utmost attention to quality and durability. Utilising top designer expertise from around the globe, Samsonite creates unparalleled products that fulfill the travel and lifestyle needs of the sophisticated traveller. For 97 years, Samsonite has continued to build upon its rich design heritage. Samsonite markets products under the Samsonite, Samsonite Black Label, Lambertson Truex, American Tourister, Lacoste and Timberland brands. Samsonite. Life's a journey.

For further information:-

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