



SAMSONITE GROUP AND DESA SIGN AN AGREEMENT TO ESTABLISH A JOINT VENTURE IN TURKEY

Istanbul/London – 2 October 2007 – Samsonite Group, the worldwide leader in travel bags, luggage and accessories, announces today that it has signed an agreement to establish a joint venture with Desa, the leading manufacturer, distributor and retailer of luxury leather goods and travel goods in Turkey.

Desa has been the distributor and retailer of both Samsonite and Lacoste products in Turkey for over twenty years. Its high-quality products are distributed both directly through its network of seventy retail stores, and indirectly through Desa's presence in department stores, multi-brand stores and other specialty stores. Other products manufactured by Desa included luxury handbags, small leather goods, garments and home accessories.

The agreement provides for Samsonite to acquire a majority controlling stake in a new company, with Desa holding the remaining shares. Arne Borrey, President of Samsonite Europe, will become Chairman of the new company.

The partnership with Desa is designed to strengthen Samsonite's market presence in Turkey, Azerbaijan, Armenia, Syria and Georgia. By expanding its presence in these countries, Samsonite sets the stage for continued expansion in the region. The signed agreement between Desa and Samsonite allows the new company to retail, distribute and manufacture travel goods.

Samsonite Group's President and CEO Marcello Bottoli said: "We are very excited about partnering with Desa in one of the fastest growing markets in Eastern Europe. The joint venture represents an important milestone in Samsonite's repositioning as an elite lifestyle travel company on a global scale. At the same time, the cooperation materially benefits all of our brands' future development in Turkey and its surrounding regions. We continue to define, develop, clarify and promote all of our brands, thereby strengthening our position in every market segment and building a solid platform for future growth."

Melih Celet, CEO of Desa commented, "This partnership is strategic to us and will allow us to reinforce our domestic market leadership. Furthermore, we will have the opportunity to expand into new markets, namely Azerbaijan, Armenia, Syria and Georgia. The combined expertise of both Samsonite and Desa will complement and improve our ability to compete in a global marketplace, as well as serve our customers to the highest standard".

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, Samsonite OutLab, Lambertson Truex, American Tourister, Lacoste and Timberland brands. Samsonite. Life's a journey.

For further information:-

Samsonite

Sarah Merefield

Director of Investor Relations and Strategic Planning

sarah.merefield@samsonite.com

+44 208 564 4205

Richard Brett

Director of Global Communications

richard.brett@samsonite.com

+44 208 564 4243

Gavin Anderson & Company

Cristina Loggia/Dick Millard

cloggia@gavinanderson.co.uk

+44 207 554 1449