

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

GEAR CARTEL LAUNCHES CAMPAIGN TO START-UP ONLINE MARKETPLACE

SALT LAKE CITY, Utah (July 22, 2012) — Gear Cartel, an online marketplace for independent ski and snowboard related manufacturers, has kicked off their start-up campaign this week.

Gear Cartel is an online start-up company that gives independent ski and snowboard companies a marketplace to create their own online storefront, sell their products at their own price points, and connect with other companies and potential customers. They have launched a campaign at: <http://www.indiegogo.com/gearcartel> to announce Gear Cartel's arrival on the scene.

Gear Cartel's goal is to bring the independent ski and snowboard related companies into mainstream focus while supporting their eco-friendly and community-service oriented goals.

The Gear Cartel website is a place for those who ski, snowboard, or participate in other winter sports to find something different than what is being sold in large, industrial companies.

The independent ski and snowboard market is highly fragmented. Before Gear Cartel, ski and snowboard enthusiasts who wanted something unique would have to spend excessive amounts of time, go to many different online stores, and still wouldn't be able to find the things they wanted. With Gear Cartel enthusiasts can find the perfect gear to meet their needs.

Gear Cartel supports community-oriented, eco-friendly, local and charitable vendors.

"Our goal is to support all independent brands, from the skis and boards themselves, to artists and artisans who share our passion for the winter months," Dan Parker, CEO of Gear Cartel said. "We ... want to highlight the folks that make efforts to positively impact their environments and communities."

In order to get this marketplace up and running, Gear Cartel has launched a start-up campaign on Indiegogo.com. Supporters of the company can go to www.indiegogo.com/gearcartel to donate money and receive one-of-a-kind thank you gifts.

One of the most exciting gifts Gear Cartel is offering is a two day ski tour with Gear Cartel's CEO Dan Parker. Those who donate \$1000 to Gear Cartel's Indiegogo campaign will be able to go skiing for two days in Utah's "Greatest Snow on Earth" with Parker. The weekend will be for two people and cover lift tickets or backcountry access to some of the best terrain in the lower 48 states.

By donating \$500, supporters of Gear Cartel will receive two day passes to Canyons Resort in Utah and a night on the town in Park City with Gear Cartel's Jared Gallardo. He will tailor the night to your needs for an unforgettable evening.

"Your donations will help us get the word out about www.gearcartel.com and will begin to connect snow sport enthusiasts to the products they are looking for," Parker said.

For those who wish to support Gear Cartel, but at a lower price, they can donate between \$5 and \$100 and receive stickers, paracord belts and bracelets, t-shirts and more.

Interested parties are asked to go to www.indiegogo.com/gearcartel to donate and see a video message from Gear Cartel.

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Related Links: www.indiegogo.com/gearcartel

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