

LEFTLANE SPORTS GROWS ADVENTURE TRAVEL SALES BY 100% FOR HOLIDAY 2017

San Luis Obispo, Calif. — Nov. 29, 2016— LeftLane Sports has announced that it is on pace to surpass a 100% increase in its holiday adventure travel sales led by strong Black Friday and Cyber Monday sales.

LeftLane Sports, an online retailer of outdoor gear and adventure travel experiences, says that adventure travel has quickly become one of its most important offerings. “We’ve seen our audience gravitate toward travel experiences. Customers want to spend their time and money on new adventures. And they are increasingly choosing LeftLane Sports to help them gear up and explore the world,” said Michelle Linton, VP of Travel for LeftLane Sports.

LeftLane Sports has been investing heavily in bringing travel to all of its websites. In the past year, the company has expanded its offerings from just one website, TheClymb.com, to three additional websites, including its namesake LeftLaneSports.com. All of the websites offer highly discounted and distinctive adventures across all seven continents, like hiking to Mt. Everest base camp, cycling along the Tour de France route, or running the Havana Marathon in Cuba.

“We’re making significant investments to become one of the premier adventure travel companies in the world. With 14 million members across our five websites, we have tremendous runway for growth as we expose these customers to our trips,” said Erik Fialho, chief operating officer of LeftLane Sports. “2018 will be a big year for us, as we expand available travel dates, destinations, and levels of adventure,” continued Fialho.

The company’s expansion plans also include acquisition opportunities in the travel space. “The technology platform that we have built is instantly scalable and can easily add on additional properties. We feel that there are untapped opportunities at both local and international travel levels. So, we will continue to keep a close eye on the landscape as we grow our currently owned websites and place bets on new investments,” continued Fialho.

LeftLane Sports currently offers travel experiences across all 7 continents, and plans a two to three-fold increase in its list of offerings in the coming year. This includes a mix of international and domestic destinations.

About LeftLane Sports

LeftLane Sports is an online retailer of outdoor gear and adventure travel experiences. The company has built a family of brands dedicated to inspiring and enabling you to live a healthy, adventurous, and more sustainable life. Those brands include LeftLane Sports, The Clymb, Seshday, ACTIVE GearUp, and PlanetGear.com. Each day we work to provide our 14 million customers a unique shopping experience combining expertly curated selection and top-notch service. We also help put that gear into action by offering adventure travel experiences to all 7 continents. LeftLane Sports was founded in 2009 and is headquartered in San Luis Obispo, California.

More information is available at www.LeftLaneSports.com

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