



NEWS FOR IMMEDIATE RELEASE

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GSI Outdoors, Inc. Acquires Canadian-Based Innate

Spokane, Washington – May 11, 2015 - GSI Outdoors, Inc., the iconic worldwide supplier of outdoor cookware and tableware, has just announced the acquisition of Vancouver, Canada-based Innate. Innate is well known in Canada for their collection of travel essentials and food and drink storage systems. The food and drink storage systems will be integrated into GSI Outdoors' branded product line while the Travel Essentials Collection will remain under the Innate brand name. New 2016 collections for both brands will be launched at this summer's Outdoor Retailer Show. All operations will move to GSI Outdoors' Spokane facilities this month, allowing the company to leverage their recent investments in a comprehensive warehouse management system. The announcement was made by Don Scott, co-owner of GSI Outdoors.

"The integration of Innate products into our collection is a key step in our expansion plans and the growth of our footprint in the outdoors market," commented Don. "Their ultra clean designs and ecologically sensitive approach to product development mesh well with the direction we are taking, evident in our spring 2015 collection."

Innate was founded in 2009 by climber, surfer and inveterate traveler, Greg Foweraker. Innate has produced stand-out designs such as the Vivo Vacuum Sleeve and the Persona Travel Organizer, enthusiastically embraced by key influencers in the Canadian outdoor industry. Greg will be based in Vancouver as an integral member of GSI Outdoors' and Innate's product development and supply chain team.

Robyn Gibson will remain in Canada as Sales Coordinator for Canadian sales, OEM and key accounts for the combined companies while working closely with Tom Hathaway, Director of North American Sales for GSI Outdoors, Outside Inside and Innate brands.

GSI Outdoors is in the business of making cookware and dining products that adapt the comforts of home to active outdoor lifestyles at the campsite, base camp and anywhere in between. In 1985, brothers Don and Ian Scott and sister Kathy started the company in San Diego and then moved to Spokane, Washington in 1995 where they have been ever since. In 2001, GSI Outdoors started distributing outdoor related gifts under the name of Outside Inside. What began as a small distribution company selling blue enamel tableware has expanded into the design, manufacturing, sales and marketing of an innovative array of outdoor cookware and a whole range of eating and drinking products that are technical, innovative and fun. GSI Outdoors products are distributed worldwide.

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