

selk'bag[®]

sleep  wear system

February 15, 2010

Mountain's Best Gear Signs Deal to Distribute Third Generation of Selk'bag Sleepwear System in North America



Figure 1: Selk'bag 3G Kids in Fuchsia Pink
new dealers.”

Lake Zurich, IL. Mountain's Best Gear today announced it has reached agreement with Músuc of Santiago, Chile to distribute the [Selk'bag Sleepwear System by Músuc](#) throughout North America. The deal marks the end of [Músuc's](#) association with Lippi Outdoor of Santiago, Chile and the launch of both its new outdoor division and the all new Selk'bag 3G, the third generation of the popular sleeping bag alternative, or sleepwear system.

“This marks a new era in the evolution of this remarkable and highly innovative product,” said Philip Benson, President of Mountain's Best Gear. “We have had tremendous success with our current dealer base and look to continue that success with the new [Selk'bag 3G Kids](#) and [Selk'bag 3G Down](#) models with existing and

With the deal, Músuc also announced the formation of its new outdoor division, also based in Santiago, Chile. The move marks the end of Rodrigo Alonso's three-year relationship with Lippi Outdoor, which follows the dissolution of Lippi USA, the Chilean company's North American arm. “We are ecstatic to be working with a partner as professional and talented as Rodrigo Alonso and Músuc, and look forward to expanding our relationship with additional Selk'bag products in the near future,” said Benson.

Selk'bag 3G products are already available in the North American market through MBG. Current dealers include Mountain Gear (Spokane, WA), Altrec.com (Portland, OR), Amazon.com (Seattle, WA), Teton Village Sports (Jackson, WY), Erewhon Mountain Outfitters (Arlington Heights, IL), Sport Chalet (La Canada, CA), and other specialty dealers in the U.S. and Canada.

About Selk'bag

The [Selk'bag Sleepwear System](#) is perhaps the most innovative sleeping bag alternative available today. Originally created by Rodrigo Alonso of [Músuc](#) Design Studios of Santiago, Chile, the Selk'bag wearable sleeping bag has won numerous awards including being named an ISPO Brand New Award finalist in 2007. More information is available on the Selk'bag website at <http://www.selkbagusa.com>.

About Mountain's Best Gear

Mountain's Best Gear (MBG) is a distributor and agent operating within the North American outdoor industry. MBG specializes in launching and profitably growing market share in the North American marketplace for technical outdoor brands from Europe and South America. MBG brands include the Selk'bag Sleepwear System of Chile and Zamberlan footwear of Italy. Please contact MBG at 1-888-745-4774.