



KLÄTTERMUSEN ANNOUNCES SPONSORSHIP OF GEORGIA MOUNTAIN GUIDE ASSOCIATION.

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Tbilisi, Georgia

Klättermusen, the Swedish maker of robust mountaineering apparel and backpack equipment today announced a three-year partnership with the Georgia Mountain Guide Association (GMGA).

The GMGA is a national association of trained and certified Trekking, Rock, Alpine, Ski and Mountain Guides of Georgia who value the principles of safe and quality tourism and adhere to the industry regulations and code of conduct. The GMGA works on strengthening institutional and educational platforms of adventures in Georgia.

The agreement is a natural evolution of Klättermusen push to increase mountaineering education and continues the brand's commitment to world-wide organisations who share this vision. The GMGA embodies the philosophy behind Klättermusen to Maximum Safety, Minimum Impact, and as an aspiring IFMGA candidate member country GMGA continue to push-forth training mountain guides in accordance with the IFMGA guidelines.

"I am delighted with our partnership with GMGA and to be able to support the organisations aspirations to making Georgia's environments and the Caucasian mountain range accessible to adventurers. I look forward to collaborating and bonding with Archil and the GMGA team as they put our gear to the test in one of the most beautiful Alpine environments." stated Gonz Ferrero, CEO of Klättermusen.

"Klättermusen's believe in GMGA since day one and their openness to support our development means a lot. We were impressed by their commitment to nature and the quality of their equipment, and to their honest approach. We now look to grow this into a long partnership and friendship," stated Archil Tsintsadze, GMGA Technical Leader.

Since it's inception more than 40 years ago, Klättermusen has sponsored iconic mountaineers and environmentalists across the globe, including Norwegian dog musher Sigrid Ekran and Swiss mountaineer Michael Lerjen-Demjen.

ABOUT GEORGIA MOUNTAIN GUIDE ASSOCIATION

The GMGA was founded in 1998 as a successor of Georgian State Mountain Guide School, which functioned from 1993 till 1998 and previously the Georgian Guide Service (1991-1993). The GMGA is responsible for mountain guiding in Georgia as well as the Adventure Tourism School, based in Gudauri Ski Resort. GMGA goal is to help bring Georgian adventure guides to the international level and increase safety in adventure tourism industry in Georgia. It is currently composed of over 30 active members, 35 active student members and 8 expert instructors. Additional information about GMGA can be found on the organisation's website, www.mountainguide.ge.



ABOUT KLÄTTERMUSEN

Klättermusen has served outdoor enthusiasts through challenges, unforgiving headwinds and biting cold for over 40 years. Founded in 1975 in North Sweden the company arrived on the climbing scene with a single purpose: to make the best possible high-performance equipment for climbers and outdoor enthusiasts, with the least impact on nature. With its empirical, hands-on approach Klättermusen is recognized as a leading authority in the mountaineering world on issues of sustainability. Additional information about Klättermusen can be found on the company's website, www.klattermusen.se.