



TURA INC. ANNOUNCES EXECUTIVE LEADERSHIP CHANGES

Great Neck, N.Y. (October 3, 2011) Tura Inc, a member of The Eschenbach Group, announced executive leadership changes effective October 3rd. Scott Sennett has joined Tura Inc. as the new President and CEO. John Weir, in preparation for his retirement, will remain in an advisory role through the end of the year, whilst Keith Kamalich has been promoted to Executive Vice President.

Tura Inc. is pleased to announce the appointment of Scott Sennett to President and CEO. Formerly President at the Oxford Apparel Group, Sennett will have responsibility for the general management of the company including strategic planning, brand management, marketing, inventory, design, product development and new business development.

Mr. Sennett brings to Tura Inc. over 24 years of leadership and general management experience in brand strategy, sales and marketing, licensing, merchandising, product development, supply chain and risk management as well as a consistent record of positive results working with leading retailers to develop licensed, branded and private label fashion accessories, apparel and eyewear. Previous to his position with Oxford, Mr. Sennett held senior executive positions with StyleMark, Lantis Eyewear Corporation and Motive Eyewear. He is a graduate of Trinity College in Connecticut.

“Scott’s extensive knowledge of the eyewear industry as well as his profound experience in the US fashion business adds great value to Tura and its professional team. His investment into Tura is strong proof for his long term commitment to sustain the impressive growth path of the company. I welcome Scott as an important member of the international executive team of the Eschenbach Group, being meanwhile amongst the top ten eyewear players in the world. At the same moment I would like to extend my thanks to John Weir for his dedication to Tura over the past 24 years, in which Tura continued to be an important US eyewear company.” said Dr. Wolfgang Rebstock, CEO of The Eschenbach Group.

Tura is also pleased to announce the promotion of Keith Kamalich to Executive Vice President from his previous position as Vice President of Sales. After having held sales and management positions with Lantis Eyewear and Marine Optical, Keith’s involvement with Tura over the past 12 years has led to significant growth for Tura in the US market— he will continue his role of overseeing Tura’s sales force.

These changes to the leadership team at Tura mark an important step in the evolution of Tura’s long-term strategy including the continuation of double-digit growth through the execution of new brands, products and marketing innovations. ■



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