

River's End[®]

TRADING COMPANY

*Apparel Veteran John Maher appointed CEO and GCI invests in River's End Trading Company
Leadership and financial investment backs innovation and positive outlook*

Medina, MN. April 11, 2014. River's End Trading Company announces the appointment of John Maher as CEO and a capital investment from GCI, a leading private equity firm. These announcements highlight River's End Trading's focus on growth through innovative [apparel products](#) and strategic approaches to exceptional customer experience. River's End Trading will continue to serve the corporate, promotional, and golf retail markets with apparel. Financial terms were not released.

The choice of John Maher positions River's End Trading to capitalize on his wealth of apparel industry experience and leadership in business growth, customer focus, and operational excellence. John has 30 years of experience with Lands' End. He brings a passion and commitment for customers, employees, and partners. John Maher said, "I am excited to be part of the River's End Trading team of employees, sales representatives, and partners as we build on the solid foundation that has made the company a top corporate and golf apparel supplier. It is a dynamic time for River's End Trading Company. I look forward to leading the team, building strong partnerships, and delivering on our growth strategies."

The financial commitment from GCI supports the company's growth, collection of top apparel brands, industry leading [decoration services](#) and creative brand building solutions. River's End Trading Company will continue to expand both retail and private label brands including Page and Tuttle and River's End. "GCI's investment in River's End Trading Company aligns with our strategy to foster sustainable, mutually rewarding partnerships with passionate people who lead innovative companies. This partnership builds on GCI's proud heritage of our founder Gary Comer, also the founder of Lands' End," shared Bill Schleicher, President and Chief Operating Officer of GCI.

About River's End Trading Company

River's End Trading Company thinks holistically about a brands needs, the apparel, and decoration technique. For over 30 years, River's End Trading Company has partnered with suppliers, distributors, and brands by offering a full range of apparel and innovative decoration options to the promotional products, golf, and uniform markets. Our brands include: Columbia[®], Brooks Brothers[®], Page & Tuttle[®], Lacoste[®], Storm Creek, DRI-Duck[®] and Forsyth Dress Shirts[®]. For more information about the Company's products or decoration services call 1-800-488-4800 or visit www.riversendtrading.com

About GCI

As a family-funded private equity firm, GCI is committed to fostering sustainable, mutually rewarding partnerships with passionate people who lead innovative companies. We are dedicated to providing patient capital, vital central-office resources, and ongoing strategic business expertise. With this support system, we relieve our companies from near-term pressures and give them the tools to focus on long-term substantive outcomes that impact all stakeholders, including management, their employees, and the community. For more information about GCI, visit www.gcionline.com

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