



FOR IMMEDIATE RELEASE

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Angel Myers, Director of Marketing, Hartmann, and Aaron Kelly at Hartmann's corporate headquarters located in Lebanon, Tennessee

HARTMANN COMPANY ENDORSES AARON KELLY

(Nashville, Tenn.) – Lebanon, Tennessee's **Hartmann** has announced an endorsement of 2010 American Idol® Top 5 finalist, **Aaron Kelly**.

Realizing someone on the go as much as Aaron Kelly is these days, coming off of the American Idol national tour and launching his solo career, Hartmann has stepped up as the official travel goods provider for Kelly.

"We are very excited to have Aaron carry Hartmann luggage and to see how he will excel in his career with Hartmann by his side," said Angel Myers, Director of Marketing. "All of the amenities he'll need in luggage for his many travels are in these pieces. The Stratum and Aviator collections both have a perfect combination of durability with a stylish twist while still maintaining Hartmann's signature style."

Kelly's marketing firm, Fastrax Entertainment, will partner with Hartmann in identifying corporate opportunities with the international star in the global branding efforts of Aaron as well as other corporate marketing initiatives, including existing product line endorsements and new product launches.

Kelly is excited about the working relationship with a company the caliber of Hartmann. "I am very thankful for Hartmann's confidence in what we're doing out here to help promote their brand. Wow! I'm personally carrying the Stratum and Aviator collections from Hartmann, and my mom is carrying items from the new Pirouette collection by Barbara Barry. It is so nice. I can't thank them enough. The only luggage I have ever had is what my mom bought for me at Goodwill," Kelly laughs.

Visit www.aaronkellymusic.com for current tour information or to find more information on Aaron. Marketing & endorsement information may be obtained by contacting Monty Bailey monty@fastraxnashville.com.

About Hartmann

Since 1877, Hartmann has developed, manufactured and marketed the finest luggage and leather goods to meet the travel and business needs of those who appreciate American luxury. Headquartered in Lebanon, Tennessee, Hartmann distributes and sells its luggage, business cases, and personal leather accessories in the U.S. and internationally through fine department stores and specialty luggage stores. Hartmann is owned by Clarion Capital Partners, LLC, a New York based private equity firm. Additional information about Clarion may be found at www.clarion-capital.com. For more information about Hartmann, please visit www.hartmann.com. Follow us on Facebook, www.facebook.com/HartmannLuggage, and Twitter, www.twitter.com/HartmannLuggage.

About Fastrax Entertainment

Fastrax Entertainment is a Mt. Juliet, Tenn. – based company specializing in marketing, brand development, sponsorship procurement and day-to-day business and marketing strategies for businesses, musicians, entertainers, and athletes. www.fastraxnashville.com

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