



MEDIA STATEMENT

October 14, 2015

JanSport® Announces Passing of Co-Founder Skip Yowell

The *JanSport*® brand today announced that *JanSport*® co-founder Skip Yowell has passed away following an illness.

Yowell was an adventurous man whose hard work and perseverance allowed him to live a life working with people around the world - all in the name of the *JanSport*® brand. He founded the company in 1967 in Seattle, Washington, along with his cousin Murray Pletz and seamstress Jan Lewis, to make backpacks people could depend on during their adventures in the great outdoors. Today, the *JanSport*® brand is owned by VF Corporation and is the leading backpack brand globally.

“Skip was an inspiration to all – as an outdoor industry pioneer and leader of the *JanSport*® brand. He will be missed greatly,” said Steve Munn, President of *JanSport*®.

Yowell’s commitment to product design and innovation never wavered, nor did his commitment to the greater Outdoor Industry. Yowell was a consummate champion for the lessons taught through the outdoors, serving on several boards, including the Outdoor Industry Association (OIA) and Big City Mountaineers, among others.

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