

道

BORN AND RAISED IN TELLURIDE



Jagged Edge®

Jagged Edge®

道

the Journey

**in your mind**

**with your body**

**for your soul**

801-633-8989

[jemg@jagged-edge.com](mailto:jemg@jagged-edge.com)



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A white helmet with the Japanese character '道' (Do) on it, resting on a pile of equipment. The background is dark and moody, with some equipment visible in the foreground.

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The Journey

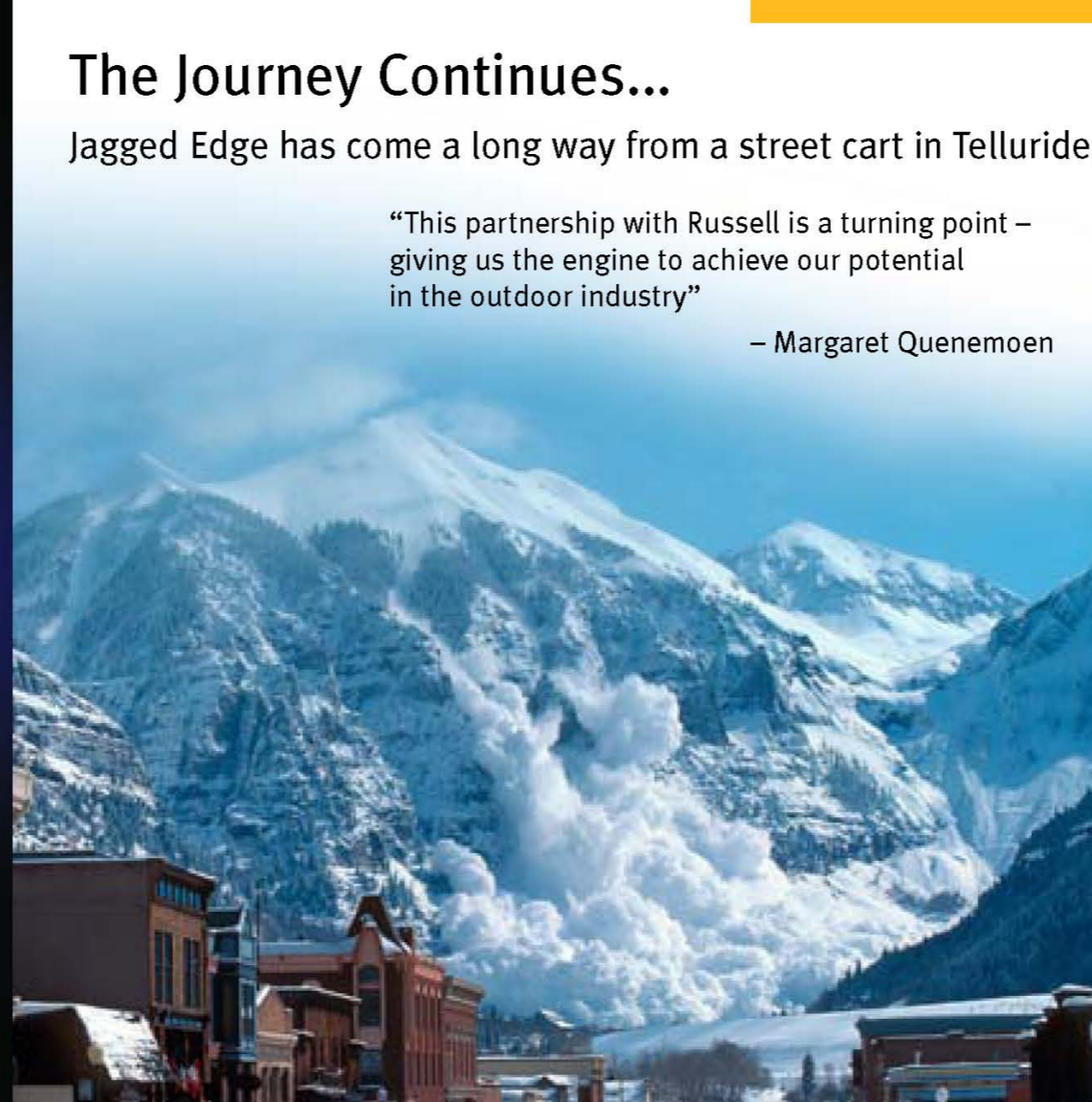
Jagged Edge

## The Journey Continues...

Jagged Edge has come a long way from a street cart in Telluride.

“This partnership with Russell is a turning point – giving us the engine to achieve our potential in the outdoor industry”

– Margaret Quenemoen



And a new Journey has just begun.

- **A new partnership with Russell Corporation**, one of the industry’s most established and successful athletic apparel companies
- **An entirely new 2003 product line** is being introduced, keeping in Jagged Edge's tradition of creating sophisticated, technical outerwear
- **A strategic focus on the wholesale business** with the key goal of making our retail partners successful
- **Industry trade launch this year** celebrating a new chapter for the company and a renewed competitive positioning
- **Consumer launch for Fall 2003** complete with all-new marketing elements, including powerful advertising, sell through programs, and more!

## The Journey



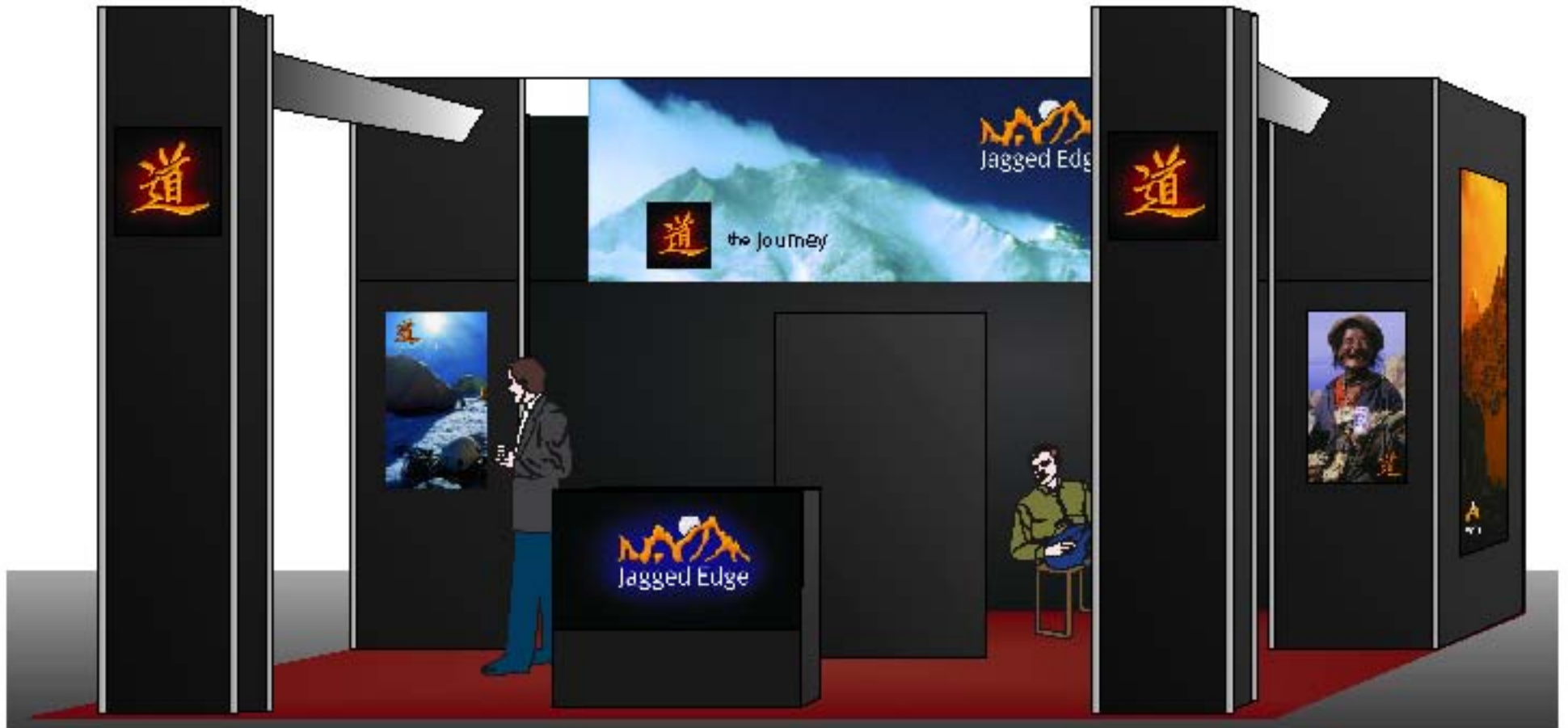
Margaret and Paula Quenemoen



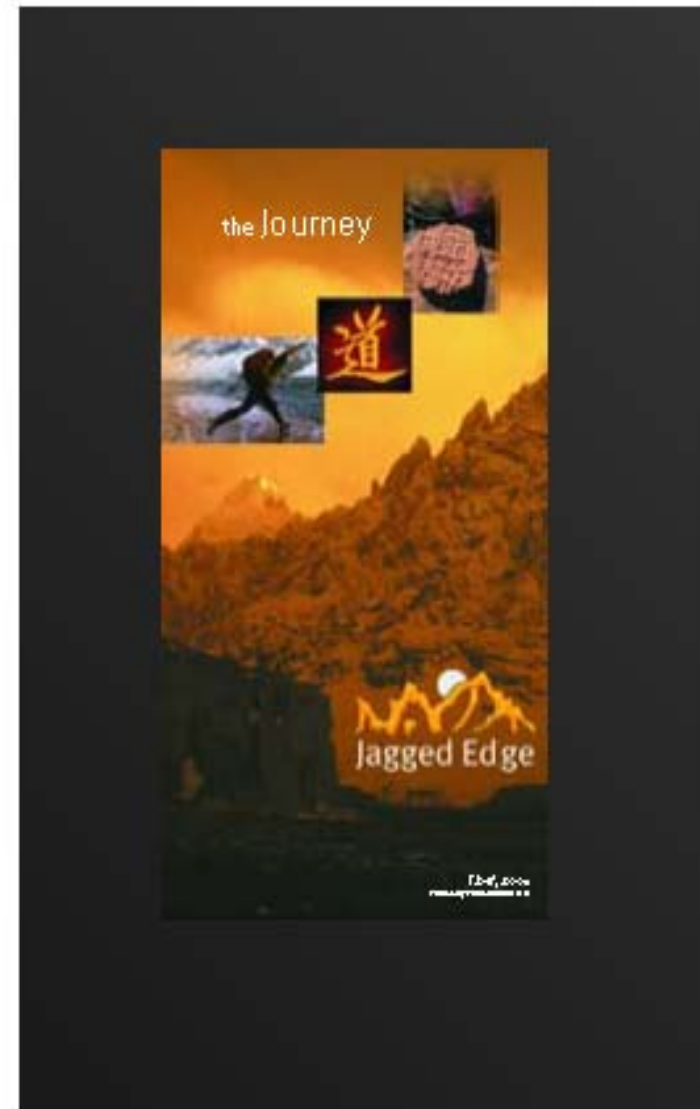
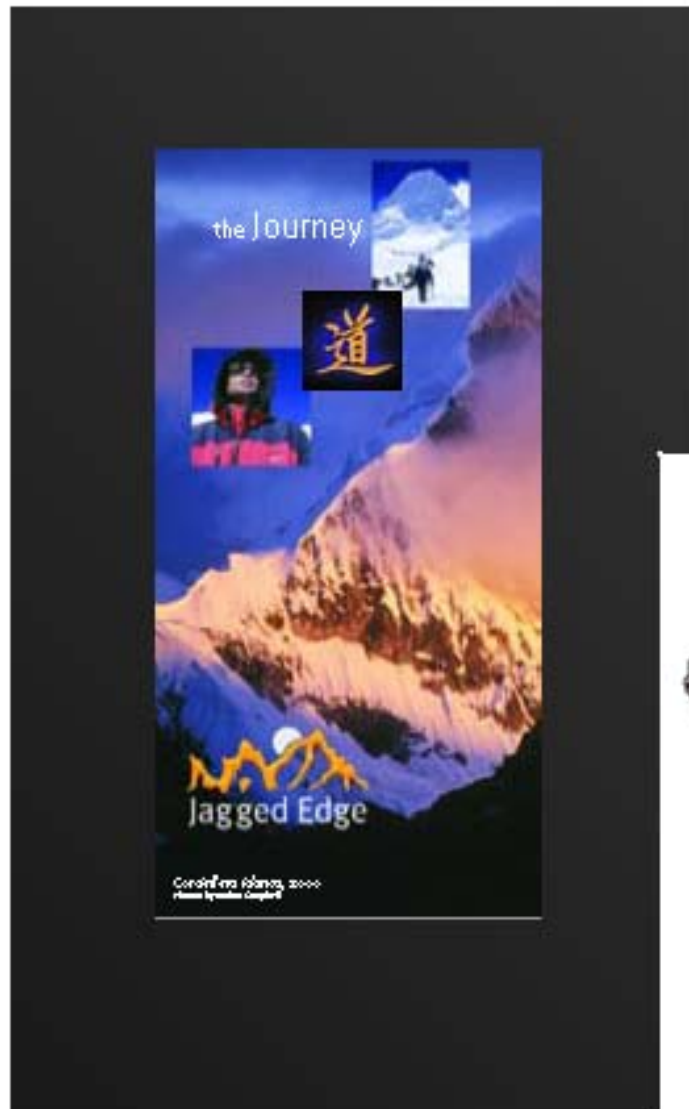
Zeus

To carry Jagged Edge in your store  
**Call 801.583.3554**  
or e-mail [jemg@jagged-edge.com](mailto:jemg@jagged-edge.com)

2003 Outdoor Retailer Tradeshow Booth



Sidepanel Graphics (exterior)  
4' x 8'





Interior Graphics and Podium  
each 2' x 3.5', podium 4' x 2'

