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EAI-JR286, Inc. Acquires Vertra

EAI-JR286, Inc., a global leader in design, development, sourcing, manufacturing and distribution of branded and licensed sports accessories is proud to announce the acquisition of Vertra, the original action sports sun care brand founded in 2004.

"Our commitment is to continue to provide the best sun care products in the market exceeding the demands of outdoor athletes and enthusiasts," says Division President Rich Stober. "By utilizing our resources and working with our affiliates we will be able to provide product innovation, marketing, timely deliveries and exceptional customer service."

Created by a group of surfers from Hawaii in need of sun care that withstands constant immersions in the ocean, Vertra has become the choice of surfers around the world. Vertra brand co-founder Bobby Higa projects, "Through our collaborative efforts, Vertra is now in the position to receive the support needed to compete in the large and competitive environment of sun care."

While Vertra today is a boutique line of sun care face sticks and creams, the brand tag speaks to '*Elemental Resistance*.' "Our future plans," offers Stober, "include bringing to market a range of products with features delivering on the Elemental Resistance promise. We have a great platform for growing our relationships with outdoor athletes and enthusiasts."

Joining its affiliate company JR286, Inc., Vertra will be moving day-to-day operations to its global headquarters in Torrance, California. The talent and energy that created Vertra remains fully engaged. "We are especially pleased that Vertra founders Bobby Higa and Keoni Watson, along with the original co-founders, athletes and reps will continue to be actively involved in the business," explains Jeremy Bryant, Senior Brand Manager.

For updates on Vertra, its product lines and the latest news, check www.vertra.com.

ABOUT VERTRA:

Formed in Hawaii by a dedicated group of surf athletes in 2004, Vertra developed a premium and high performance range of sun care products, which to this day remains truly athlete derived and tested. All Vertra Elemental Resistance products are built for the performance needs of athletes that live their lives and do their jobs exposed to harsh sun, water, snow and desert environments. This ethos has created a loyal following by surfers, paddlers, watermen, snowboarders, lifeguards, outdoorsmen, first-response professionals and dermatologists. Our vision has never changed: Create premium products for true outdoor athletes that are unparalleled in the sports world. Vertra IS Elemental Resistance. The Future is Covered.

ABOUT EAI-JR286, Inc.:

EAI-JR286, Inc. is a sports accessory company headquartered in Torrance, California and Hickory, North Carolina. The company is a leader in design, development, sourcing, manufacturing and distribution of branded and licensed sports accessories across a global customer base. Specializing in product design, development, manufacturing, supply chain management, logistics, information technology and customer service, the company has a number of sports accessories businesses with international sport brands, building and bringing to market a vast array of accessories and products. The company also provides private label services that range from grass roots local youth teams to national retail chains. Custom design and sublimation printing services round out a broad range of diverse products and categories.