

Deuter USA Announces Ortovox USA Distribution Partnership



For Immediate Release

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Longmont, CO (June 29, 2012) – Deuter USA announced today the integration of Ortovox USA's distribution, fulfillment, sales and marketing efforts into their Longmont, Colorado facility and staff beginning July 1, 2012.

The following sales rep agencies will represent both Deuter and Ortovox:

- Pinnacle Sales in the Northwest territory
- Sterling & CO in California and Nevada
- KNS Reps in the Rocky Mountain territory

“It’s an exciting time for Deuter and Ortovox in the US right now and it is allowing us to combine efforts, scale and resources to grow both brands,” says Bill Hartrampf, Deuter USA’s President. “We are creating a combined strategy and plan in all organizational and operational aspects to not only promote, but leverage our resources and brands in every season.

“We believe this is a big opportunity to sell the technical side of Deuter and we look forward to strong sales of the Ortovox brand,” says Christian Mason, Director of Sales for Deuter USA. “We’ll build a foundation for Ortovox like we did for Deuter - brick by brick starting with core, technical product and continuing the growth.”

The Ortovox acquisition by Schwan-Stabilo, Deuter USA’s parent company, occurred July 1, 2011. Marcus Peterson, former CEO of Ortovox USA will become the Ortovox Brand and Product Specialist for Deuter USA.

About Deuter:

Deuter Sport GmbH of Gersthofen, Germany, celebrated its 110th year in 2008 and is one of the leading international technical pack brands. Deuter’s major focus is on the development and

sales of innovative, high quality and multi-use packs. Deuter's current strength in pack innovation is the ventilated back system they have developed and refined over the last 24 years as well as their complete line of child carriers. Since establishing a subsidiary in Longmont, Colorado, in 2001, Deuter has made a significant impact in the U.S. market. Deuter USA has over 600 specialty accounts and has been recognized by its retailers as one of the top backpack brands in the industry. Deuter's ACT Zero 50+15 pack is the recipient of the Outside Magazine 2011 'Gear of the Year' Award. For more information, please visit <http://www.deuter.com>.

About Ortovox:

Based in Taufkirchen, Germany, Ortovox is the world's leading brand of avalanche transceivers and safety equipment. 30+ years of evolution and experience in the mountains enables Ortovox to offer a wide range of products catering to mountaineers and adventurers whose playgrounds are the mountains of the world. For more information, please visit <http://www.ortovox.com>.