



## Media Information 17 July 2008 QBP

6400 West 105<sup>th</sup> Street

Bloomington, MN 55438

[www.qbp.com](http://www.qbp.com)

Contact: Jo Wright

[jwright@qbp.com](mailto:jwright@qbp.com)

1-800-346-0004, Ext. 1250

---

## MEDIA RELEASE

### Q-Active Announces New Partnership with Rossignol

In response to demand from its ski retailers, Q-Active, a division of Quality Bicycle Products (QBP), has partnered with Rossignol to distribute Rossignol's cross-country ski bindings and related small parts.

“With the landscape of the ski industry evolving and freight prices rapidly increasing, ski retailers need a central distribution hub with a high level of customer service for ski products,” said Frank Lundeen, Q-Active manager. “This will prove to be a mutually beneficial relationship for Rossignol, Q-Active and ultimately, our retailers.”

According to Rossignol USA's Nordic Division manager, Robert Lazzaroni, the partnership will “further raise the level of customer service to US ski shops. Q-Active will allow approved dealers to conveniently order select Rossignol products and others on-demand, increasing inventory turns through their same-day shipping, perfect order guarantee, excellent fill-rate and huge product range.”

Under this dual-distribution agreement, Rossignol's sales representatives will be paid a commission on all sales, whether the retailer purchases through Q-Active or directly from Rossignol. Q-Active will have Rossignol bindings in stock in August of 2008.

#### About Rossignol

Rossignol made its first pair of wood skis in 1907. More than 100 years later, Rossignol is one of the most recognized names in skis and ski accessories. Now producing apparel and lifestyle-oriented products, Rossignol is the “Pure Mountain Company.” For company and product information, visit [www.rossignol.com](http://www.rossignol.com).

#### About Q-Active

A division of Bloomington-based Quality Bicycle Products (QBP), Q-Active serves as a distribution center for the nation's ski and run retailers. Backed with the 27 years of distribution experience that has made QBP an industry leader, Q-Active offers a one-stop shop for retailers, currently providing more than 3500 sku's from over 130 vendors. For more information, visit [www.qactive.com](http://www.qactive.com).