



Media Information 12 June, 2009 Q-Active

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MEDIA RELEASE

Q-Active Announces New Partnership with Salomon

Due to popular demand from the nation's snow sports shops, Salomon has partnered with Q-Active to distribute Salomon XC bindings and related small parts, and select accessories. Under the new dual-distribution arrangement, Salomon sales representatives will continue to play the primary role in sales within their territories whether retailers order products through Q-Active or vendor direct.

"With rapidly increasing freight prices, ski retailers are demanding a central distribution hub for many snow sports products," said Frank Lundeen, Q-Active Manager. "Q-Active's high level of customer service, same day shipping, perfect order guarantee, excellent fill rate, and huge range of products provide our customers with a critical competitive advantage. This will be a mutually beneficial relationship for our retailers, vendors, and Q-Active."

"Salomon's partnership with Q-Active will raise the level of customer service to ski shops in the United States", said Bill Sterling, National Sales Manager of Salomon Footwear & Nordic. "Q-Active will allow approved dealers to conveniently order key Salomon XC products on demand."

About Q-Active

A division of Minneapolis-based Quality Bicycle Products, Q-Active serves the distribution needs of the nation's ski and run shops. Backed by QBP's 28 years of distribution excellence, Q-Active offers more than 3500 sku's from over 130 ski and run vendors. For more info, go to www.qactive.com.

About Salomon

A division of Amer Sports Winter and Outdoor, Salomon was born in 1947 in the heart of the French Alps and the birthplace of modern alpinism. Over the past 60 years, Salomon's commitment to innovative design and passion for mountain sports created a vast range of revolutionary new concepts in alpine and Nordic skiing equipment, as well as footwear, apparel and equipment for snowboarding, adventure racing, backpacking and many other sports. Today Salomon products are sold in more than 160 countries. Salomon's heritage, culture, and commitment are tied together by one simple concept: the world's leading mountain people creating the world's leading mountain product.