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## Reef® Selects CenterStone for On Line Sales Order Management

Selection of iVendix will provide Reef retailers B2B e-commerce solution throughout U.S.

**For immediate release, Denver, Colo. – January 16, 2007.** CenterStone Technologies, Inc., an international developer of Web-based sales order management software for manufacturers of apparel, footwear, equipment and accessories, today announced that Reef®, a VF Corporation brand with operations based in San Diego, Calif., has selected the company's iVendix software application for business-to-business (B2B) online ordering for their retail dealers and sales reps. CenterStone Technologies serves the outdoor recreation, snow sports, sporting goods, surf and action sports industries, and the company's solutions have been widely adopted by specialty retailers in these markets. When the application goes live later this summer, Reef® dealers will be able to place their pre-season orders and all their re-orders through this successful B2B tool. Dealers will be able to check on the availability of product as well as track and monitor the status of their orders on iVendix since it is accessible 24/7 via the Web.

"The VF Outdoor Coalition has been a great partner and a long-time supporter of CenterStone and our Software-as-Service (SaaS) model, and we are excited that they have decided to roll out our iVendix application to the Reef® brand. Now the VF Outdoor Coalition will be able to leverage a common platform across multiple brands. The North Face® started with CenterStone several years ago, we added JanSport® last year, Vans® is in the implementation process, and now Reef® has been selected as the next brand to launch with iVendix," said Tom Detmer, CenterStone Technologies' chief executive officer. "The North Face invested in the CenterStone solution several years ago, and it has been well received by their dealers and their sales reps. Since then, CenterStone has rapidly become an industry standard for B2B, online ordering in action sports and outdoor recreation, so it was only logical for Reef® to launch a similar initiative. With thousands of specialty retailers currently using CenterStone's Software-as-a-Service application, we are confident that Reef® dealers, as well as their sales reps, will quickly adopt CenterStone's iVendix solution. As one specialty retailer said to us, 'it has changed my business, it's like Amazon.com on steroids, but for B2B, and I love it.'"

In a recent interview with one of the specialty retail accounts of the VF Outdoor Coalition, Mike Fowler, vice president of operations for Uncle Dan's in Chicago, was asked whether the CenterStone solution provides a competitive advantage to companies like The North Face. "A competitive advantage, boy, there's no question about it. My North Face rep will just boast every day as he gets e-mails based on my orders at night, me chasing goods, that they are definitely getting more sales because I can get in and see product quicker and have greater confidence and make decisions, there's no question about it.... I do find that my CenterStone vendors get more business than my non-CenterStone vendors because we can get in there and make great decisions and add more product...."

"By equipping the Reef® sales organization with the CenterStone solution, we will help to propel this leading surf and action sports brand forward by making it easier for them to work with their dealers—and consequently, we will help both Reef® and their specialty retailers increase sales," stated Dave Mathias, vice president of sales at CenterStone. "Reef recognizes that providing a Web-based, B2B solution to their sales reps and dealers is the way business is getting done these days. Sharing product information, inventory availability, and making ordering easier and more convenient, is just good business. Companies are becoming keenly aware of how this type of solution increases sales. Dealers log in for inventory availability and can reliably follow through on special orders for customers. They also have a fast and easy re-order process and can refresh their stock mid-season. Because iVendix is open for business 24/7 on the Internet, Reef dealers can spend more time during the day on the shop floor with their customers and work more efficiently after traditional, 9 to 5 store hours with full access to their transactions and information they need to maintain good vendor relationships."

Brands that currently use CenterStone's Software-as-a-Service model and make the company's solutions available to retail customers and sales reps include: The North Face, JanSport and VF Imagewear, part of VF Corporation (NYSE: VFC); Pearl Izumi, a division of Nautilus, Inc. (NYSE: NLS); Marmot Mountain, Ex Officio, Marker Apparel, Adio Footwear and Planet Earth, part of K2 Corporation (NYSE: KTO); Helly Hansen; Perry Ellis Intl. (NASDAQ: PERY); Geneva Watch Group; Cleveland Golf, and Fidra Golf, part of Quiksilver, (NYSE: ZQK); RipCurl; Billabong; Sport Obermeyer; Smith Optics; Garmont, Bridgedale and Icebug; KHS Bicycles; Dale of Norway; O'Neill Clothing; Hot Chillys; Walk-EZ International and others.

#### **About CenterStone Technologies, Inc.**

CenterStone Technologies, Inc. operates a Software-as-a-Service (SaaS) platform and provides Web-based sales order management applications in five languages and local currencies in North America and Europe with more than a half billion dollars in wholesale transactions during 2006. *iVendix* and *Escape* applications open a new marketplace for vendors by enabling retail dealers and sales reps to view online catalogs and inventory availability, create sales proposals and to place preseason orders, reorders, and retail employee orders more effectively and efficiently with their vendors. CenterStone Technologies makes vendors more competitive by providing increased inventory turns at retail, reduced customer service costs, and greater speed to market, thus improving relationships with their customers – retail dealers. Additional information about CenterStone Technologies, Inc., based in Denver, Colo., with offices in San Diego, Calif., and Paris, France, can be found on the company's Web site at [www.centerstonetech.com](http://www.centerstonetech.com), or by contacting Pat Smith with OnTarget Public Relations at 303.333.1516.

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