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## Petzl Selects CenterStone for On-Line B2B E-Commerce Solution in Europe and North America

For immediate release, Paris and Crolles, France – January 30, 2007.

CenterStone Technologies, an international developer of Web-based sales order management solutions for manufacturers of apparel, footwear, equipment and accessories, today announced that Petzl, with international operations based in Crolles (outside of Grenoble) and North American operations based in Clearfield (outside of Salt Lake City), has selected the company's **iVendix** software application.

iVendix will provide a business-to-business (B2B) online ordering system for Petzl's retail dealers and sales reps on both continents. When the application goes live later this summer, Petzl dealers in Europe (starting with France and Austria) and North America will be able to place their pre-season orders and all their re-orders using their local language and currency. Dealers and sales reps 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.

According to **Roody Rasmussen**, president of Petzl's North American business, "CenterStone provides a world-wide B2B e-commerce solution that is currently used by thousands of specialty retailers and sales reps in the outdoor industry, and therefore a large percentage of our dealers are already familiar with their solution. In order for Petzl to continue to provide excellent customer service to our valued specialty retail customers, and to provide the convenience of 24/7 access to our products, the company realized that it needed a battle-tested online solution. We pride ourselves in designing and producing innovative and high quality products, and we also want to ensure that our business systems match that brand promise. Great tools are a pleasure to use--in the mountains or in the office."

"Excellent customer service is important in any culture and in any language. There are thousands of outdoor retailers in Europe who need easy access to Petzl products. In addition, sales reps need to be able to check product availability and monitor the status of their orders. CenterStone's track record will make it easy for our customers to do business with us and help our sales force provide more efficient service. Because iVendix is a multi-language, multi-currency platform, Petzl will be able to have a seamless solution across our world-wide business. Retailers all over the world face the same challenges: balancing back-office operations with customer service at the storefront. Because Petzl is providing an easy-to-use yet sophisticated retail support tool, our dealers will be able to spend more time during the day on the shop floor with their customers and will still be able to check availability and order our products 24/7. Quality time with customers is also important because of the products we sell and our tradition of product education," said **Pascal Bonino**, president of Petzl SSA.

## **Petzl Selects CenterStone for On Line Sales Order Management in Europe and North America - January 30, 2007 -**

**Tom Detmer**, chief executive officer of CenterStone Technologies, commented, "We speak with specialty retailers every day, and an enormous percentage of dealers in the outdoor recreation industry have indicated that they want to conduct business at their convenience on a 24/7 basis, and one of the top brands that they have been requesting on our iVendix solution is Petzl. It is a very positive reflection on the senior management team of Petzl that they pay such close attention to their dealers. We are particularly excited that Petzl has selected CenterStone to handle their online B2B e-commerce business in Europe as well as North America. Based upon our success with other brands in the outdoor retail industry, we have no doubt that CenterStone will contribute to the ongoing growth of the Petzl business."

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, Pearl Izumi, a division of Nautilus, Marmot Mountain, Ex Officio, Marker Apparel, Adio Footwear and Planet Earth, part of K2 Corporation, Helly Hansen; Perry Ellis Intl., Geneva Watch Group; Cleveland Golf, and Fidra Golf, part of Quiksilver ; Rip Curl; 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 Petzl**

For over 30 years, Petzl has been developing innovative tools and techniques used by those entering the vertical world. Created around Grenoble (France) from the underground exploration experiences of the founder Fernand Petzl, Petzl is now closely associated with adventure, exploration, rescue, and many notable exploits in the worlds of rock climbing and alpinism. Petzl climbing hardware and headlamps can be found in outdoor specialty shops and premium sporting goods retailers around the world. For more information, log on to [www.petzl.com](http://www.petzl.com)

### **About CenterStone Technologies**

CenterStone Technologies operates a Software-as-a-Service (SaaS) platform and provides iVendix, a Web-based sales order management application in five languages and local currencies in Europe and North America with 300 million Euros in wholesale transactions during 2006. **iVendix** opens a new marketplace for suppliers 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 efficiently with their suppliers. CenterStone Technologies makes brands 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, based in Paris, France with headquarters in Denver, Colo., can be found at [www.centerstone-europe.com](http://www.centerstone-europe.com).

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