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## SmartWool Selects CenterStone for On-Line B2B E-Commerce Solution Dealers and Sales Reps to Have Access to Online Sales Order Tool

**For immediate release, Denver, Colo. – April 24, 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 SmartWool, has selected the company's **iVendix** software application. iVendix will provide SmartWool with a business-to-business (B2B) online ordering system for more than 4,000 of their retail dealers and sales reps in North America. When the application goes live later this summer, SmartWool dealers will be able to place all their re-orders using this new solution. Dealers and sales reps will be able to view automated catalogs, check on the availability of product, place orders, and track and monitor the status of those orders using iVendix since it is accessible 24/7 via the Web.

"In order to continue to provide the most timely access to our products as well as superior customer service to our specialty retailers, we realized that SmartWool needed a proven B2B sales order management solution," said Mark Satkiewicz, Vice President of Sales for SmartWool. "In our mind, a proven solution is one that retailers will readily embrace, and in outdoor recreation and action sports CenterStone has rapidly become the industry standard. The CenterStone implementation is a key pillar in our 'Be Easy to Do Business With' strategic platform. We wanted our dealers to see product availability and be able to place orders 24/7. It's not just about having the best products, being easy to do business with will also set the SmartWool® brand apart. With this new sales order management application, SmartWool expects to set a new standard for customer service in our industry."

Tom Detmer, chief executive officer of CenterStone Technologies, commented, "SmartWool has become an iconic and much sought-after brand for a large percentage of specialty retailers that use our solution, so we are very excited that SmartWool has selected CenterStone for their B2B e-commerce solution. We speak with specialty retailers every day, and an enormous percentage of dealers in the lifestyle apparel, outdoor recreation and sporting goods industries have indicated that they want to conduct business with SmartWool *at their* convenience on a 24/7 basis using the CenterStone solution. What a great testament to the leadership team at SmartWool that they pay such close attention to their customers, the specialty retailers. Our iVendix solution delivers a large and extensive user community that is continuing to grow at a very rapid pace. And it is the adoption rate by this user community that will drive the ROI for SmartWool. We are looking forward to working with Mark Bryden, Mark Satkiewicz and the whole team at SmartWool. Based upon our success with other brands that sell through specialty retail in the lifestyle apparel, outdoor recreation and sporting goods industries, we have no doubt that CenterStone will contribute to the ongoing growth and success of the SmartWool business," Detmer said.

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Brands that currently use CenterStone's Software-as-a-Service (SaaS) model and make the company's other solutions available to retail customers and sales reps include: The North Face, JanSport and VF Imagewear, part of VF Corporation (NYSE: VFC); Under Armour® (NYSE: UA); 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; Petzl 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 six languages and local currencies in North America and Europe with widespread adoption by specialty retailers on those continents. As a result, CenterStone's international ecommerce solutions have processed 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, OnTarget Public Relations, at 303-333-1516.

#### **About SmartWool**

A wholly owned subsidiary of The Timberland Company, SmartWool is a leading performance brand of wool-based apparel, socks and accessories. Nothing can compare to SmartWool® products for the ultimate in performance, comfort and easy care. SmartWool® fiber is superior at vaporizing moisture, controlling temperature and odor and is guaranteed not to shrink. It's also a renewable resource that illustrates the design genius of evolution. For information on the full range of SmartWool® products or to find a dealer near you, please log onto SmartWool's award winning website: [www.SmartWool.com](http://www.SmartWool.com), or contact Alli Noland, Stanwood & Partners PR, at 307-733-1514.

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