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## **Under Armour Goes Live with CenterStone**

*Establishes New Benchmark for B2B E-Commerce in Sporting Goods Industry*

**For immediate release, Denver, Colo.** CenterStone Technologies, Inc., an international developer of Web-based sales order management software for manufacturers of apparel, footwear, equipment and accessories, today announced that Under Armour®, headquartered in Baltimore, MD, has selected the company's software application. CenterStone is providing a business-to-business (B2B) online ordering system for Under Armour's sales reps, customer service representatives and retail dealers that is accessible 24/7 via the World Wide Web. The solution is now "live," and ready for business for 4,000 dealers and sales reps who will be able to view automated catalogs, check on the availability of product, place orders as well as track and monitor the status of their orders.

"One of the pillars of our enterprise is 'service the customer'. We recently selected CenterStone Technologies to help improve the timeliness of order fulfillment as our fast-growing distribution operation continues to expand. We are already seeing that CenterStone is making it easier for our customers to do business with us. Because of Under Armour's rapid growth, the company is upgrading and expanding its current technology infrastructure, which includes its SAP enterprise software. CenterStone has a proven history of being able to integrate their solution with SAP, which was an important factor in our selection of their platform," said Joseph ("Jody") D. Giles, CIO of Under Armour.

"It is a very positive reflection on the senior management team of Under Armour that they pay such close attention to their customers. The 'On-Demand' environment that is offered through the CenterStone solution will make it that much easier for Under Armour's customers to do business with them, as it is the same B2B solution that our extensive dealer base of more than 7,600 specialty retailers in North America and Europe already use for other brands that they sell. CenterStone's application brings the success of the serving the sporting goods, outdoor recreation, snow sports, surf and action sports industries we serve into the hands of Under Armour's dealers," said Tom Detmer, CEO of CenterStone Technologies.

"The CenterStone team interacts with specialty retailers every day, and an enormous percentage of dealers 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 requested on our solution is Under Armour. A recent survey of 3,200 specialty retailers found that 54% of dealers spend more with vendors who have a CenterStone-like solution, and on average they spend 13% more with these CenterStone-enabled vendors. It seems that dealers are voting with their wallets, and they spend more with vendors who are easier to do business with. Based upon our successful track record with other brands, CenterStone is committed to helping Under Armour continue the spectacular growth trajectory of their business," added Detmer.

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; 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 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/OnTarget Public Relations at 303.333.1516.

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