



## Media Contacts

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## Von Zipper and Element join iVendix to launch On-Line B2B E-Commerce in Europe

For immediate release, Paris and Hossegor, France – May 20, 2007:

CenterStone Technologies, an international developer of Web-based ordering solutions for manufacturers of apparel, footwear, equipment and accessories, today announced that **Von Zipper** and **Element** have selected the company's **iVendix** software to start B2B E-commerce with dealers.

iVendix will provide a business-to-business (B2B) online ordering service for Von Zipper and Element's European retail dealers who will be able to place their orders using their local language and currency. Dealers will be able to check on products availability as well as track and monitor the status of their orders on iVendix since it is accessible 24/7 via the Web.

According to **Philippe Degenne**, Operations Manager at Billabong : "After experiencing increasing results on Billabong and Kustom B2B platforms, we implemented the VZ brand in order to offer an even wider selection of services to our customers. Thanks to this efficient retail support tool we now offer better service to our retailers who no longer have to depend on customer services opening hours. They can monitor the status of their order, check an updated inventory and be aware of special built up promotions. From an internal point of view, iVendix not only saves time for all users but also allows the customer service to be more selling-oriented"

"We understand that providing an ordering web solution is today key in the business. iVendix is available 24/7 and can be reached by a large client database. This will definitely increase our sales as the process is facilitated! Von Zipper produces innovative and quality product, that's why our business system had to match with this orientation: iVendix was the next step! And to continue in this direction, we are planning the launch of Element Skateboards brand on iVendix around august" said **Olivier "Buffalo" Cuissot**, Brand Manager.

## **Von Zipper and Element join iVendix for On Line B2B E-Commerce in Europe - May 20 2007 -**

**Christophe de Lussac**, General Manager of CenterStone Technologies Europe, commented, "We speak with specialty retailers every day, and an enormous percentage of dealers in the Action Sports industry have indicated that they want to conduct business at their convenience on a 24/7 basis, and it is a very positive reflection on the senior management team of Von Zipper / Element that they pay such close attention to their dealers. We are particularly excited that Von Zipper / Element have selected iVendix to handle their online B2B e-commerce business. Based upon our success with other brands in the Action Sports retail industry, we have no doubt that iVendix will contribute to the ongoing growth of the Von Zipper / Element business."

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, Vans, Reef, VF Imagewear, part of VF Corporation ; Under Armour® ; Pearl Izumi ; 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; Kustom; Smartwool; Smith Optics; Garmont, Bridgedale and Icebug; KHS Bicycles; Dale of Norway; O'Neill; Etnies, part of Sole Technologies; Hot Chillys; Petzl and many others.

### **About Von Zipper**

Von Zipper is in the business of selling personality and lifestyle in the form of quality sunglasses, goggles, accessories and soft goods. Our products are a result of the need to introduce and promote a new level of taste and substance to the action sport market. Our intention is to be recognized as the quirky, fashionable brand to the surf, skate, and snow market while being the stylish, exclusive alternative sport brand to boutiques, ultimately marrying fashion with sport. The sales and advertising goal of the Von Zipper is to create a sense of belonging to VZ through compelling products, relationships and unique advertising. We are here to evoke positive emotions and capture the minds of the masses while maintaining mystique with the trend influencers. For more information, log on to [www.vonzipper.com](http://www.vonzipper.com).

### **About CenterStone Technologies**

CenterStone Technologies operates a Software-as-a-Service (SaaS) platform and provides iVendix, a Web-based ordering solutions 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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