

## **Shock Doctor Selects CenterStone for B2B E-Commerce *specialty retailers and sales reps to have Web-based solution***

**Plymouth, Minn. and Denver, Colo. – Tuesday, July 15, 2008.**

CenterStone Technologies, Inc., an international developer of secure Web-based B2B e-commerce software for manufacturers selling through specialty retail channels, today announced that Shock Doctor has selected the company's iVendix software application. iVendix will provide Shock Doctor with a business-to-business (B2B) on-line ordering solution for retail dealers and sales reps. 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 because it is accessible 24/7 via the Web.

"Shock Doctor understands the importance of innovation, and especially in these challenging economic times, having a B2B e-commerce solution for our dealers and sales reps is a must-have innovation for the efficiency of a lean organization like ours. In order to continue to provide a superior level of customer service, we felt that Shock Doctor needed a proven B2B solution that would be quickly adopted by users, and CenterStone's iVendix solution has that track record," stated Doug Pedersen, vice president of operations at Shock Doctor. "We were looking for the best B2B e-commerce platform available and a vendor with a history of helping clients showcase their brand within the specialty retail community. iVendix is an industry standard with a history of being the most widely accepted B2B order management solution. CenterStone will help Shock Doctor remain easy to do business with by allowing our dealers and sales reps to place orders 24/7 at their convenience. At Shock Doctor we are committed to our retail partners, and our new B2B solution will insure that we are also the easiest company for specialty retailers to purchase mouthguards and other sports protection from."

"Shock Doctor has joined a growing list of companies that truly understand, given the speed at which business is changing and against the backdrop of a slowing economy, there is an urgent need to become more efficient. To grow and thrive, let alone just survive, the old ways of conducting business at the wholesale level have to be replaced with more efficient processes," commented Tom Detmer, CEO of CenterStone Technologies. "We are seeing more and more companies come to this realization, that their B2B site, targeted at specialty retailers and sales reps, is as important as their B2C Web site, which is targeted at consumers. Essentially, iVendix becomes the foundation for Shock Doctor's B2B internet strategy for their retailer community. In addition to being an order-taking engine for dealers and sales reps, our B2B e-commerce solution can deliver targeted marketing messages and promotions to these other customers, the specialty retailers, wholesale buyers. In reality, who spends more dollars directly with a manufacturer, an individual consumer or their specialty retailers? We are excited that Shock Doctor has recognized the potential of iVendix as their B2B e-commerce solution, and with more than 12,000 active users of our Web-based B2B application, we are confident that, when the solution is 'live,' dealers will also be quick to embrace iVendix for Shock Doctor," added Detmer.

Brands that currently use CenterStone's Software-as-a-Service (SaaS) platform and make the company's other solutions available to retail customers and sales reps include: The North Face, JanSport, Vans, Reef and VF Imagewear, part of VF Corporation (NYSE: VFC); Pearl Izumi; Marmot Mountain, Ex Officio and Marker Apparel, brands of Jarden Corporation (NYSE: JAH); Under Armour (NYSE: UA); Helly Hansen; Perry Ellis Intl. (NASDAQ: PERY); Geneva Watch Group; Cleveland Golf; SmartWool, a division of Timberland (NYSE: TBL); RipCurl; Billabong; Sport Obermeyer; Smith Optics; KHS Bicycles; Dale of Norway; O'Neill Clothing; Hot Chillys; Petzl; Sole Technology; Icebreaker; Four Star Distribution (C1RCA); Fresh Produce Sportswear; Yakima Products; Patagonia Europe; 180s; The Orvis Company; Life is good®; The Quiksilver Rossignol Group; Timbuk2 and others.

#### **About Shock Doctor**

Shock Doctor has grown from being the undisputed leader in mouthguard technology, to being the leading innovator in sports protection around the globe. Our belief in combining design and technology to achieve better protection and performance is now trusted by fearless athletes in a growing number of products and sports, from youth to amateur to pro. At first it was our founders who were fearless. Where conventional thinking saw a necessary inconvenience, they saw an opportunity to rethink, retool and redefine the mouthguard. They invested in research and product testing. They applied innovative design technology. And they revolutionized the industry with their first Shock Doctor mouthguard. Ever since, Shock Doctor products have been created with this same passion for sports and innovation as we remain committed to the fearless athlete. The company is privately held and based in Minneapolis, Minnesota. For additional information, please visit [www.shockdoctor.com](http://www.shockdoctor.com).

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

CenterStone Technologies, Inc. operates a multi-tenant, Software-as-a-Service (SaaS) platform and provides Web-based B2B e-commerce applications in six languages and local currencies in North America and Europe with widespread adoption by specialty retailers and sales reps. CenterStone's e-commerce solutions processed more than \$1.2 billion dollars in wholesale transactions in 2007. CenterStone makes vendors more competitive by driving revenue growth, 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., can be found at [www.centerstonetech.com](http://www.centerstonetech.com).

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