

## **Icebreaker Now Live on CenterStone's iVendix B2B E-Commerce Solution**

**Aug. 8, 2008**

**Wellington, New Zealand and Denver, Colorado, USA.**

CenterStone Technologies, Inc., an international developer of Web-based sales order management software for manufacturers of apparel, footwear, equipment and accessories, today announced that Icebreaker, the New Zealand-based manufacturer of merino wool activewear, will be live on CenterStone's iVendix B2B e-commerce application.

iVendix will provide Icebreaker's sales reps and more than 2,000 dealers with a 24/7 on-line ordering solution in the U.S. with more countries coming online in the months ahead. Icebreaker dealers and sales reps now can 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.

"When looking for a B2B solution the choice was very easy. Centerstone has a tremendous track record in providing a fast and easy solution, which is a perfect fit for us," said Icebreaker's Russ Hopcus, president of U.S. operations. "We want to be the easiest company for specialty retailers to purchase pure outdoor merino from. CenterStone's iVendix solution has a proven track record, is widely accepted and will allow our dealers and sales reps to order 24/7. That means more merino for everyone."

"Icebreaker has joined a growing list of companies that understand the urgency of becoming more efficient, given the speed at which business is changing and against the backdrop of a slowing economy. To succeed, 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.

"Icebreaker, like all our clients, came to the 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," he continued. "Essentially, iVendix becomes the foundation for Icebreaker's B2B internet strategy for their retailer community. After all, specialty retailers – the wholesale buyers – in reality, spend more dollars directly with a manufacturer than individual consumers, so providing a B2B solution for them is imperative. We are excited that Icebreaker has recognized the potential of iVendix as their B2B e-commerce solution, and with more than 12,000 active users of our Web-based application, we are confident that dealers will also be quick to embrace iVendix for Icebreaker," 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; ShockDoctor and others.

### **About Icebreaker**

Launched in 1994, Icebreaker was the first company in the world to develop a merino wool layering system for the outdoors. It was also the first outdoor apparel company in the world to source merino direct from growers, a system it began in 1997. There are now 10 distinct pure merino fabrics in the Icebreaker system, covering underwear, mid layer, and outerwear. Icebreaker is sold in nearly 2,000 stores in 24 countries throughout Europe, Asia, Australasia and North America. Based in Wellington, New Zealand, Icebreaker uses only pure merino hand-picked from 120 high country stations in the country's Southern Alps to create edgy outdoor clothing that combines nature's work with human technology and design. For more information, please contact Lee Weinstein for Icebreaker at 503.708.0402.

### **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) or by contacting Pat Smith, for CenterStone Technologies, at 303.807.7086.

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