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## **Life is good® Goes “Live” with CenterStone’s iVendix *B2B E-Commerce Solution Launches for Specialty Retailers and Sales Reps***

**Boston, Mass. and Denver, Colo. – Wednesday, January 14, 2009.** CenterStone Technologies, Inc., an international developer of Web-based B2B e-commerce software for manufacturers selling through specialty retail channels, today announced that Life is good® has launched the company's iVendix software application this week. iVendix will provide Life is good with a business-to-business (B2B) on-line ordering solution for their retail dealers and sales reps. Now that Life is good is “live” on the application, dealers and sales reps are 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.

“Our retailers will have round the clock access for ordering, tracking, and monitoring on the best B2B e-commerce platform available and via a vendor with a history of helping clients build their brand within the specialty retail community. Life is good runs SAP, so we also wanted a B2B partner with a proven ability to integrate with SAP. CenterStone has seamlessly integrated their iVendix B2B e-commerce solution with SAP for many clients,” stated Bert Jacobs, CEO of Life is good.

“Life is good® is a much sought-after brand by specialty retailers who already use our B2B solution; so it is great news for the 4,000-plus Life is good specialty retailers who will now be able to transact business 24/7 with Life is good. It is also exciting for CenterStone to be working with a brand that is such a strong reflection of optimism and good feeling,” said Tom Detmer, CEO of CenterStone Technologies. “iVendix 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 Life is good. Based on our success with other leading brands that sell through specialty retail, we have no doubt that CenterStone will contribute to the ongoing growth and success of the Life is good brand. These are very challenging economic times for the specialty retailing community, and vendors need to look for new ways to foster the continued viability of this channel, and having a B2B e-commerce solution is a necessity.” Detmer added.

Brands currently using CenterStone's Software-as-a-Service (SaaS) platform and making the company's 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; Rossignol; Dale of Norway; O'Neill Clothing; Hot Chillys; Petzl; Icebreaker; Four Star Distribution (C1RCA); Fresh Produce Sportswear; Yakima Products; Patagonia Europe; 180s, The Orvis Company and others.

### **The Life is good Company:**

The Life is good Company, based in Boston, spreads good vibes through its colorful collection of apparel and accessories, and the contagious grin of Jake, its optimistic cultural hero. For more information on Life is good, please visit [www.lifeisgood.com](http://www.lifeisgood.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 \$1.5 billion dollars in wholesale transactions in 2008.

CenterStone makes vendors more competitive by driving revenue growth, providing increased inventory turns at retail, reducing customer service costs, and providing 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, is at [www.centerstonetech.com](http://www.centerstonetech.com).

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