

Patricia B. Smith/OnTarget Public Relations

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TUESDAY, December 5, 2006

LEAD STORY:**[Reebok Expands Relationship with MLB](#)**

Major League Baseball Properties has agreed to name Reebok as an official licensee of MLB apparel for the fan and lifestyle consumer. The multi-year apparel partnership expands Reebok's current partnership with the League, which, in February 2004, named the Reebok Brand as the MLB Authentic Collection Official Supplier of footwear...(12/5/2006)

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TOP INDUSTRY STORIES:

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- > [Nike Makes Sponsorship Offer to German Football](#)
- > [Thule Restructures Sales Team](#)
- > [Nike Donates Footwear to New Orleans Recreation Department](#)
- > [CenterStone Adds Garmont, Bridgedale, & Icebug](#)
- > [Igloo Vikski Shareholders to Consider Takeover Bid](#)
- > [Pacific Cycle Appoints New EVP & GM for IBD Business](#)

Golf's biggest names are gathering

**TODAY'S TOP POSITIONS AVAILABLE:**

- > [Director of Sourcing - OGIO International Inc.](#)
- > [Regional Business Manager - SportsOneSource](#)
- > [Raw Materials Developer - Brooks Sports](#)

CenterStone Technologies

As the recognized leader in Sales Order Management solutions for specialty retailers in North America and Europe, **CenterStone Technologies** offers proven applications used by thousands of specialty retailers every day. Our battle-tested technology, wealth of experience, and customized solutions make an immediate impact on our customer's businesses.

To learn more about how CenterStone can increase your profitability and help make it easier for your customers to do business with you,

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FEATURED Employers:

- > [Nike, Inc.](#)
- > [American Sporting Goods](#)
- > [Timberland](#)
- > [Carhartt, Inc.](#)
- > [SportsOneSource](#)
- > [Ogio International, Inc.](#)
- > [Foot Locker, Inc.](#)
- > [American Skiing Company](#)
- > [New Era Cap Co.](#)

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TOP STORY SUMMARIES:

[Nike Makes Sponsorship Offer to German Football](#)

News Archives:

According to Dr. Theo Zwanziger, president of the German Football Association, Nike, Inc. made a "financially very attractive" business proposal to the organization that expressed the manufacturer's interest in a sponsorship deal with the DFB starting in 2011. Signing a sponsorship deal with the German Football Association would be a major coup for Nike, stealing away adidas' home team... (12/4/2006)

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[Thule Restructures Sales Team](#)

Thule, Inc. is restructuring its sales and service organization to help meet Thule's worldwide growth objective, set in 2004, to double the company size to over \$875 million by 2007. As part of the restructuring, the company also announced the hiring of Schuyler Horton as Director of National Account Sales and Service and a number of promotions within the sales organization... (12/5/2006)

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[Nike Donates Footwear to New Orleans Recreation Department](#)

In support of Nike athlete Serena Williams' "Williams Sisters Tour," NikeGO, Nike's signature community affairs program, will donate \$50,000 worth of children's footwear (approximately 500 pairs) to the New Orleans Recreation Department to help kids get and stay active... (12/5/2006) [Click for Full Story>>>](#)

[CenterStone Adds Garmont, Bridgedale, & Icebug](#)

CenterStone Technologies, Inc., announced that Garmont NA of Williston, Vt., is "live" on the iVendix online B2B sales order management software application. It is now easier for specialty retailers and sales reps to determine available inventory, place orders, and do business with three more brands: Garmont footwear and ski boots, Bridgedale socks, and Icebug footwear... (12/5/2006)

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DIRECTOR SOURCING

OGIO International, a world leader in gear bag technology, has an opening for a Director of Sourcing. This is a hands-on position and will be responsible for factory relationships, price negotiations and quality control...

[CLICK HERE](#) for Full Details

[Igloo Vikski Shareholders to Consider Takeover Bid](#)

Lanctôt Licensing Inc., a private company based out of Montreal, Quebec, has made an offer to acquire Igloo Vikski Inc. by way of a takeover bid through the TSX Venture Exchange for all of the issued and outstanding common shares of Igloo at a price of \$1.10 per Share for a total purchase price of \$3.97 million to be paid in cash. The Board had appointed a special committee of independent directors to review the Offer... (12/5/2006) [Click for Full Story>>>](#)

[Pacific Cycle Appoints New EVP & GM for IBD Business](#)

Pacific Cycle Inc. promoted Steve Reeds to the position of EVP, GM of Global IBD. Reeds most recently served as VP, GM of InSTEP, Pacific Cycle's popular line of joggers, strollers and trailers, and prior to that he served as Pacific Cycle's VP, IBD Purchasing. Also, Forrest Yelverton has been promoted to VP of Engineering and Quality... (12/4/2006) [Click for Full Story>>>](#)

REGIONAL BUSINESS MGR

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[Planned Holiday Spending is Flat in 2006](#)

Despite a solid turnout of shoppers on Black Friday and Thanksgiving weekend, most Americans plan to spend less or the same amount they spent last year on gifts, according to CNBC's exclusive Holiday Central Survey. Overall falling gas and energy prices had little or no effect on overall expenditures, according to the survey...(11/28/2006)

[Centerstone Adds Fidra to Escape Client List](#) **[PREM]**

CenterStone Technologies, Inc. has added Fidra as a client of its Escape software application for business-to-business (B2B) ordering for Fidra's sales reps. Escape integrates seamlessly with a client's back office ERP system to completely automate order entry and tracking functions...(11/27/2006)

[FieldTurf to be Installed at Gillette Stadium](#) **[PREM]**

The New England Patriots and Gillette Stadium will replcae the current natural grass field with FieldTurf in tame for the next home game against the Chicago Bears. Gillette Stadium is the ninth NFL stadium to install FieldTurf, joining Atlanta's Georgia Dome, Cincinnati's Paul Brown Stadium, Detroit's Ford Field, Indianapolis' RCA Dome, Minnesota's Metrodome, New Jersey's Giants Stadium, St. Louis' Edward Jones Dome and Seattle's Qwest Field...(11/17/2006)

[Buxbaum Group Expects 'Middling' Holiday Season](#)

[PREM]

The coming holiday season won't bring much joy to the nation's retailers, retail expert Stevan Buxbaum forecasts. Retailers can expect a small increase in holiday sales but no real strength – the same kind of middling performance they saw in back-to-school sales this summer...(10/23/2006)

[SAFE Ports Act Becomes Law](#) **[PREM]**

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The Security and Accountability for Every (SAFE) Port Act was signed into law at a White House ceremony last week. Congress passed the legislation on September 30, 2006 by a vote of 409 to 2 in the House of Representatives and by Unanimous Consent in the Senate after months of work by both chambers of Congress to develop legislation that effectively enhances the multi-layered, risk-based cargo security system the U.S. government has developed since 9/11... (10/16/2006)

[SportsOneSource Closes on Sporting Goods Business Acquisition](#) **[PREM]**

The SportsOneSource Group has closed on its acquisition of the VNU Sports Business Media properties, a deal that includes the iconic Sporting Goods Business and Sporting Goods Dealer trade publications. The addition of the trade publications and conferences involved in the transaction, coupled with an already strong presence in trade newsletters, career services, and market research, enables SOS to offer the broadest package of information products available to the active lifestyle market... (10/9/2006)

[Crocs Added to S&P SmallCap 600](#) **[PREM]**

Standard & Poor's is making several changes to its company indices. Notable for the sporting goods industry is the addition of recently-turned-public, Crocs, Inc. The company will replace ResMed on the S&P SmallCap 600 as ResMed has moved into the S&P MidCap 400... (9/28/2006)

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Features

CenterStone Adds Garmont, Bridgedale, & Icebug

SportsOneSource Media Posted: 12/5/2006

CenterStone Technologies, Inc., announced that Garmont NA of Williston, Vt., is "live" on the iVendix online B2B sales order management software application. It is now easier for specialty retailers and sales reps to determine available inventory, place orders, and simply do business with three more brands: Garmont footwear and ski boots, Bridgedale socks, and Icebug footwear.

"One of Garmont's key business values is to be easy for our customers to do business with us," said Bill Hill, Garmont's chief financial officer. "We believe that it is important to be able to provide our customers as many access points to our product as possible. B-to-B e-commerce solutions are an integral part of that. CenterStone's solution is going to allow Garmont to provide 24/7 access to product information, inventory availability and ordering capabilities for our specialty retailers. Garmont will be leveraging CenterStone's experience with a host of other clients, and it will be particularly valuable for Garmont footwear and Bridgedale socks to be showcased alongside such well-known brands as The North Face, Pearl Izumi, Marmot, Helly Hansen and others. This vertical trade show environment that is offered through the CenterStone solution will make it that much easier for our customers—the specialty retailers—to do business with us."

Now more than 60 brands use iVendix. "It's great to have Garmont, Bridgedale and Icebug bring our rapidly expanding list to more than 60 brands. Garmont's decision to provide the CenterStone solution to their specialty dealers will allow all three brands to take advantage of the thousands of specialty retailers already using CenterStone's sales order management solution. Dealers and sales reps have been very quick to adopt iVendix, and we expect that Garmont's choice of CenterStone will have a significant, positive impact on their business," said Tom Detmer, president and CEO of CenterStone Technologies, Inc. "Currently more than 5,400

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retailers in North America are actively using our on-line B2B solution, and this extensive dealer base should be a great benefit to Garmont as they continue to grow."

"During our busy times of the year we do not have any extra time, so when we reorder product we will order from our suppliers that make it easy for us. With CenterStone it doesn't get any easier than 1! One web site, 1 password, 1 order process & 1 way for me to save time in my busy schedule. The addition of Garmont to the CenterStone family will make my job easier in 1 more way," said Jeff Milbauer, the owner of Valley Bike & Ski Shop in Apple Valley, Minn., who has used CenterStone's online solution for several years for a variety of vendors.

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