

Q-Outdoor

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MEDIA RELEASE

Q-Outdoor Gains Distribution for Eight Key Nordic Vendors

BLOOMINGTON, MN-Oct. 20 —Q-Outdoor, the outdoor and snow sports distribution division of QBP, increased Nordic products distribution with new vendors and expanded assortments from existing vendors. Q-Outdoor now distributes key Nordic brands including START, One-Way, Fast Wax, Rossignol, Salomon, Toko, Swix, and Skadi. It also offers products from Black Diamond and BCA for the metal-edge skier.

New exclusive distribution partnerships beginning in 2011 include Start, Fast Wax and One Way. Toko and Swix broadened their existing product mix to include a wider range of wax, tools, softgoods, and accessories. Q-Outdoor continues to distribute packs, bindings, bags, poles, tools, small parts, and accessories from Salomon and Rossignol. Skadi is a new addition, bringing innovative accessories for the Nordic retailer and enthusiast.

“We’ve had great success with existing partnerships like Rossignol, Salomon, Fast Wax, and Swix, and we really wanted to offer Nordic dealers greater selection and offer Nordic brands greater reach in to the market.” said Leigh Carter, Q-Outdoor brand manager. “We are absolutely committed to serving the Nordic market, and we’ll continue to expand our offering so we add value to our dealers and to our brand partners.”

Start, a line of premium waxes, poles and accessories owned by the Finnish-based Startex Oy, makes its U.S. debut via the agreement with Q-Outdoor.

“With our unmatched partner Q-Outdoor, we get cutting-edge order fulfillment,” said Harri Aaltonen, export manager of Startex Oy. “They’re able to fulfill all preseason and restock orders for dealers.”

Building its exclusive relationship with Fast Wax, Q-Outdoor will carry an expanded product line that includes their new snowboard waxes as well as an inaugural POP offering. Q-Outdoor will increase its inventory of poles from One Way and offer a greater assortment of the brand’s Nordic sports products. For the 2012-13 season Q-Outdoor will be the exclusive distributor of One Way’s complete Nordic line.

Under a renewed agreement with Swix, Q-Outdoor will carry more waxes, hard goods, accessories and apparel. Toko, which is new to Q-Outdoor for 2012, rounds out the lineup with Nordic waxes, tools and softgoods.

“These are industry-leading brands consumers know and want,” said Jim Holst, Q-Outdoor product manager. “It’s important for us to help grow the Nordic market and support our brand’s independent sales teams and our Nordic retailers by getting them what they want, when they want it, in quantities that make sense for their shops.”

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About Q-Outdoor

Q-Outdoor provides industry-leading distribution and logistics for bike, ski, and outdoor specialty retailers and for premium outdoor and ski brands. Q-Outdoor enables retailers and brands to keep product in front of consumers, available for purchase when they consumer wants to buy. Q-Outdoor partners with key industry brands such as Black Diamond, GoLite, Nemo, Adventure Medical, Optimus, Katadyn, and many others. Backed by the distribution excellence of QBP, we guarantee high fill rates, order accuracy and fast shipping—every time. Q-Outdoor is headquartered in Bloomington, MN. For more information, please contact Leigh Carter, Q-Outdoor brand manager at 952-941-9391, ext. 1162 or email lcarter@qbp.com. Visit q-outdoor.com or Q-Outdoor's Facebook page to learn more

About QBP

QBP is a leading distributor to the cycling and outdoor industries. Dedicated to high performance and outstanding results, the company is committed to being in the top 1% of all distributors. Carrying more than 36,000 products from 450 vendors, the company offers domestic and international retailers a wide array of products and services including a 1,700-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All-City, Civia, Foundry, Salsa Cycles, and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes, and Lazer Helmets. Additionally, QBP owns 45 North, Whisky Parts Co., Dimension, and Problem Solvers. Through its Q-Outdoor division, QBP distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates a LEED-certified, Gold-level distribution center and office complex in Bloomington, Minnesota and has applied for LEED-certified, Platinum-level certification for its complex in Ogden, Utah. For more information, please contact Jason Gaikowski, director of brand and marketing at 952-941-9391, ext. 1533 or visit: www.qbp.com.

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