

Marker Volkl USA to unveil new collections at Outdoor Retailer

Lebanon, NH - Marker Volkl is pleased to announce it will exhibit at the Winter Outdoor Retailer Show in January 2011 for the first time, in support of its growing AT collection, to better service the alpine touring and backcountry-oriented dealer base.

"With the growth in the AT market we felt it was important to work more closely with, and service our backcountry dealers by exhibiting at Outdoor Retailer, the centerpiece of the outdoor industry," said Marker's Executive Vice President of Sales Greg Grip.

Marker Volkl can be found at booth 38117 for those attending Outdoor Retailer.

At the show, Volkl will launch a new collection of AT skis that include new models featuring innovative, rocker ski designs combined with integrated climbing skins. "With Volkl and Marker introducing more and more new backcountry-specific technologies, we're excited to increase the awareness amongst retailers and media alike of our 2011/2012 collections," said Geoff Curtis, VP/marketing for Marker-Volkl. "Marker is already a significant player in the sidecountry and alpine touring binding markets, so the OR show is an important extension of the brand's reach."

Curtis said that in addition to exhibiting at the show, Marker and Volkl will also attend the show's on-snow demo at Solitude.

About Volkl: Volkl is the world leader in performance driven skis for skiers of all abilities: from the World Cup racer to the family weekend enthusiast. Dominating the market with innovation and design, Volkl leads the way with products for all

segments of skiing for men, women, and junior skiers alike. To learn more, please visit: volkl.com/ski.

A leader in ski binding technology since the 1950s, Marker's hallmark is innovation, and the company continues to design and produce the highest quality binding components in the industry for freeskiing, backcountry skiing, racing, junior, and rental binding categories. Marker also supplies system binding technology for leading brands such as K2, Nordica, Blizzard, and Kastle. To learn more, please visit: volkl.com/ski.