

## Black Diamond Equipment Expands Distribution of Fritschi AG Swiss Bindings to Include Canada

November 15, 2011 - Black Diamond Equipment, Ltd., a global innovator in climbing, skiing and mountain sports equipment, is pleased to announce that it will become the primary distributor for Fritschi AG Swiss Bindings products in Canada, with full transfer of the distributorship expected by May 2012. As a result, Black Diamond Equipment will manage distribution of the alpine touring bindings branded Diamir –Fritschi Swiss for the entire North American market.

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“We’re thrilled to extend our partnership with Diamir - Fritschi Swiss, a brand recognized and trusted by consumers worldwide for its quality, safety and performance,” states Thomas Laakso, Black Diamond Equipment’s Ski Category Director. “Fritschi Swiss’s Diamir series of bindings has spurred the revolution of freeride skiing and had a huge impact in the world of off-piste skiing. We look forward to expanding our business platform across North America and continuing to help skiers explore new terrain outside the boundaries of ski resorts.”

Black Diamond Equipment has been the US distributor of Fritschi AG Swiss Bindings since 1996 with the introduction of the Diamir Titanal I AT bindings. While Black Diamond has been servicing Canada with every aspect of their skiing, mountain and climbing product lines for nearly twenty years, this new partnership is expected to provide Fritschi AG Swiss Bindings with the ability to offer better service and provide more effective dealer outreach across Canada and North America as a whole.

“Customer satisfaction is of paramount importance to both of our brands,” states Stefan Ibach, CEO of Fritschi AG Swiss Bindings. “With our dealer base growing larger in the US every year, it makes great sense for us to build on our relationship with Black Diamond Equipment and offer our Canadian dealers with the same quality of service and expertise that Black Diamond Equipment currently provides to the US marketplace.”

Black Diamond Equipment distributes the Diamir Freeride Pro and Eagle alpine touring bindings, ski crampons, Axion 110 & 86 crampons, ski leashes and mounting jigs. The Diamir Eagle 12 alpine touring binding is launching for this winter, 2011-12.