



VICTORINOX

SWISS ARMY

FOR IMMEDIATE RELEASE

VICTORINOX SWISS ARMY CORPORATE MARKETS DIVISION UNVEILS NEW WEBSITE AT PPAI EXPO 2010

Monroe, CT – January 13, 2010 – [Victorinox Swiss Army](http://www.victorinox.com) (VSA) Corporate Markets Division today, from the Promotional Product Association International (PPAI) show floor in Las Vegas, announces the launch of its new website at www.vsacorporate.com. The website offers distributors powerful new tools, including comprehensive product information and search capabilities, customizable sell sheets and presentations, online-only promotions, customer representative support and special distributor pricing.

VSA is showcasing the new Corporate Markets website in its booth #6619 during PPAI Expo show hours January 13 – 15, 2010. Appointments to view the new website can be made at the booth or by calling 203-715-2693.

“Our most important goal when designing and developing this website was to meet the more sophisticated and complex needs of our distributors, said Jeff Thompson, VP Sales for Victorinox Swiss Army’s Corporate Markets Division. “We believe the new technology offering, enhanced functionality and increased usability of this site will provide tremendous value to our trusted partners.”

Exclusive features and functionality of the new VSA Corporate Markets website include:

- **Distributor Special Pricing** – Real-time access to column and net pricing for VSA registered distributors.
- **Comprehensive Search Function** – Browse products by category, price, SKU or view all to see the full product line.
- **Portfolio Manager** – Save select product for editing and future use. Once a portfolio is created and products are added to it, custom sales presentations and sell sheets are easy to create and share.
- **Themed Sell Sheets** – Pre-developed, themed sell sheets provide distributors with turnkey customer solutions. Sheets can be downloaded as a PDF to share with customers.
- **Custom Sell Sheets** – Customize themed sell sheet templates with company logo. Download as a PDF to share with customers.
- **Custom Sales Presentations** – Create a custom, professional PDF flyer to send to customers.
- **Featured and Online-Only Promotions** – Regularly updated promotions exclusively for distributors.
- **Regional Sales Manager and Customer Service Support** – Contact information for RSM automatically appears and populates when logged in. For general customer service support, a customer service representative is just a click away.

For distributors looking to fully explore all of the exclusive new features, please visit our website at www.vsacorporate.com to register.

Founded in 1884, Victorinox Swiss Army is *Your Companion for Life on the Road*. Victorinox Swiss Army, Inc., a wholly owned subsidiary of Victorinox, A.G., is the exclusive United States, Canadian and Caribbean marketer of VICTORINOX Swiss Army knives, forged and stamped cutlery, fragrances and LED lighting products; and VICTORINOX SWISS ARMY timepieces. It sells apparel throughout the world under the VICTORINOX trademark and has flagship retail stores in New York, London, Tokyo and Geneva. Under license from Victorinox A.G., the Company sublicenses the VICTORINOX trademark and the famous Victorinox Cross and Shield to selected manufacturers and distributors of fine products including VICTORINOX TRAVEL GEAR. The company Web site is located at www.swissarmy.com. Victorinox Swiss Army, Inc. is based in Monroe, CT. "VICTORINOX", the famous Victorinox Cross and Shield, and "SWISS ARMY" are trademarks owned by Victorinox AG and its affiliates and are registered in many countries.

#