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## Amer Winter & Outdoor U.S. Breaks Ground in the Greatest Snow on Earth



### World's Largest Sports Equipment Company to Launch New Headquarters in Ogden, Utah

OGDEN, Utah, Oct. 16 /PRNewswire/ -- The greatest snow company on earth is getting set to make tracks on the greatest snow on earth. Amer Sports Corporation -- the world's largest sports equipment company--has selected Ogden, Utah for the home of its recently created Winter & Outdoor U.S. unit.

The unit, which includes Amer brands Salomon, Atomic and Suunto is headed up by President/G.M. Mike Dowse, a 16 year Amer Sports veteran. The unit was launched in August to provide a shared platform for the brands, enabling them to increase customer service capacity with retailers and consumers and to help the brands build market position and sales.

"After considering several Western cities, Ogden topped our list in all the critical categories. Its strategic location will enable us to establish our platform, help strengthen the brands, and provide top notch customer service," explains Mike Dowse, President and General Manager of Amer Winter & Outdoor U.S. "Being based in the heart of the Rocky Mountains, we will be close to the consumers of our brand and our products keeping us completely in tune with consumers and developing trends. As a leader in winter sports, we will be at home on the mountain."

Ogden is located on the west side of the Wasatch Mountains, 40 miles north of Salt Lake City International Airport. The city boasts a vibrant historical district and quick access to two of America's top-rated ski resorts.

"We're excited to welcome Amer Sports to Ogden's outdoor business community," says Ogden Mayor Matthew Godfrey. "Amer is the world's leading sports equipment company. The power of its brands will define Ogden's presence as the hub for the high adventure recreation business and the organizations that support it."

Utah Governor Jon Huntsman, Jr. commented, "We are thrilled to have Amer Sports' American Headquarters for Winter and Outdoor products, including the Atomic, Salomon and Suunto brands, relocating to the state of Utah. This further illustrates Utah's increasing prominence in the wintersports and outdoor recreation industry."

Amer Sports expects to initiate its relocation efforts in the Spring of 2007.

Founded in 1950, Amer Sports Corporation is the world's leading sports equipment company with internationally recognized brands including Wilson, Atomic, Suunto, Precor, Salomon and Mavic. Employing more than 6,600 people worldwide, Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. The Group's business is balanced by a broad portfolio of sports with a presence in all major markets.

[www.amersports.com](http://www.amersports.com)

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