



Hello DalBello, buongiorno Marker Völkl

Marker Völkl Group forges strong international alliance with Italian ski boot maker DalBello

Baar, 10 July 2009 – Marker Völkl and DalBello will be joining forces starting January 1, 2010. The well-known ski and binding maker and the Italian ski boot manufacturer have reached agreement on an international platform. The cooperation is initially focused on a joint distribution in several key markets. The companies are also seeking additional synergies through close collaboration in product development as well as marketing and promotion.

As noted by Dr. Christoph Bronder, President of the Marker Völkl Group: "I'm tremendously pleased about this global alliance. It will help consolidate our international position even further and make our group even more competitive overall. With DalBello we are gaining a highly motivated, ambitious and innovative partner. We see tremendous potential for this cooperation."

Alessandro Dal Bello, founder and President of Calzaturificio Dal Bello s.r.l., said of the partnership: "We are very enthusiastic about the new distribution alliances that will begin with Marker Völkl Group in 2010. We believe that in the key markets where partnership synergies have been identified, there will be many new and exciting growth opportunities available to DalBello, Marker Völkl brands. I think it will be a win-win situation: our brands values fit together wonderfully, Völkl and Marker stand for innovation, performance, quality and design – just like DalBello."

In the winter sport sector DalBello is known as the world's largest independent ski boot manufacturer; the owner-operated company from the northern Italian region of Treviso boasts a 35-year tradition of producing high-end ski boots. The brand has been particularly successful in recent years in gaining admission to the exclusive club of top producers. In an international comparison of ski boots brands, DalBello has climbed into third place.

DalBello steps into the role of ski boot partner for Marker Völkl as Tecnica is ending its distribution agreement with the Marker Völkl group at the end of 2009. This separation comes as part of a strategic realignment by the Tecnica Group which has opted to bundle the distribution of Tecnica products with another ski maker. After 16 years of successful cooperation, Marker Völkl wishes their former partner luck with their endeavors. Specialist dealers can rest assured that Marker Völkl will handle all matters related to the current Tecnica collection with greatest of professionalism and commitment.

As an OEM outfitter, Marker will continue to provide its bindings to the ski brands of the Tecnica Group.

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