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FOR IMMEDIATE RELEASE

ONE WAY SPORT DISTRIBUTION NORTH AMERICA

Vantaa, Finland: September 6, 2011

As a well-known Finnish Nordic Sports brand, ONE WAY Sport is pleased to announce two new North American distribution channels for its Nordic ski products and accessories.

"We are proud to present a new organization for Canada and the USA, commencing Winter 2012, that will provide an expanded product offering that will include cross-country skis, boots and bindings, in cooperation with the Salomon SNS system. This is an exciting time in Nordic sports, and our affiliation and exclusive distribution partnerships with both Q-Outdoor, a division of Quality Bicycle Products (QBP), and Vellend Tech is a natural fit, given the passion each company has for Nordic," says Andreas Bennert, President & CEO of ONE WAY Sport.

Effective immediately, **Q-OUTDOOR will be responsible for the ONE WAY Sport within the USA**, including distribution, warehousing and customer service. Based in Park City, Utah under the leadership of Robert Lazzaroni the newly established **ONE WAY USA sales and marketing organization** will serve the US marketplace. With distribution centers in Utah, Minnesota and Pennsylvania, Q-Outdoor is fully supported by the logistics excellence of its parent company, QBP. As a growing division of this national leader in distribution, Q-Outdoor combines extensive outdoor industry experience with a focus on providing dealers with outstanding customer service and best-in-class brands.

In Canada, **VELLEND TECH Canada Inc.** will assume immediate responsibility for the exclusive distribution, sales and warehousing of ONE WAY Sport products and apparel in Canada. Based in Toronto, Ontario with over two decades of proven success in distributing leading sports performance brands, and a personal passion for Nordic Sports, Rob Vellend will take the lead in driving results with his Canadian team.

Both organizations have already begun preparing the new product offering for Fall Winter 2012/13.

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ONE WAY – The Authentic Nordic Sports Brand

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About ONE WAY Sport

ONE WAY Sport is a Finnish Nordic Sports brand founded 2004, with headquarters in Vantaa, Finland. The company maintains operations today in Norway, Sweden, Germany, USA and China. The company has a distribution in 27 countries worldwide, with strong market share in Scandinavia, Central Europe and North America.

The ONE WAY product offering contains high performance products for Nordic sports such as carbon cross country poles, Nordic sports textiles for cross country, running and winter sports. In addition, ONE WAY provides ski rollers, Nordic sports eyewear, footwear for running, sports bag collection and Nordic sport accessories. ONE WAY will offer from 2012 a new benchmark in products around cross country skis and boots. The company vision is to be the authentic Nordic Sports brand with the most complete and exciting product offer for Nordic sports. (www.onewaysport.com)

About Vellend Tech Inc.

Vellend Tech Inc. (www.vellendtech.com) was founded in 1990 to provide professional and amateur athletes with top of line product offerings from its network of international industry partners. As a leader in the Canadian cycling and ski industry, Vellend Tech is the national distributor for premiere brands including Reusch, Shred, and Slytech, Sidi, Castelli, and Fuji. With industry partners in Europe and Asia, Vellend Tech's maintains national distribution and retail partnerships with over 400 Canadian retailers, providing high quality cycling products to tens of thousands of avid Canadian athletes.

Q-Outdoor: Today's Top Brands from One Convenient Source

Q-Outdoor is your source for hundreds of run, hike, snow sport and camping products. From apparel and footwear to stoves, wax and nordic gear, we've got the popular brands your customers want.

Backed by the distribution muscle of Quality Bicycle Products (QBP), we guarantee high fill rates, order accuracy and fast shipping—every time.

www.q-outdoor.com



Aino Kaisa
Saarinen(FIN) with the
new ONE WAY
Diamond Storm 10
Premio poles.