

CSN Week in Review



Published by the Canadian Sporting Goods Association

CSN ASKS

We asked the industry: “What are you doing to go green, and how is it affecting your bottom line.” Here’s a look at a selection of Green Initiatives and Sustainable Products in the sporting goods industry. Thanks to all who responded to our question.

GREEN INITIATIVES

PUMA to become carbon neutral company

PUMA announced yesterday at The Business for the Environment Summit (B4E) in Seoul that it will completely offset its own global CO2 emissions to become the first carbon neutral company within the sport-lifestyle industry. In addition, PUMA said that it will offset emissions deriving from international travel of the PUMA-sponsored national football teams taking part in the Football World Cup this summer in South Africa.

PUMA will compensate the company's direct and indirect CO2 emissions through offsetting projects in Africa that also take the needs of local communities and the conservation of biodiversity and CSR programs into account. The portfolio of offsetting projects in Africa is being verified by an internationally recognized auditing company according to internationally accepted standards such as the Clean Development Mechanism (CDM), the Gold Standard and Voluntary Emission Reduction standards.

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PUMA's total carbon footprint is externally verified utilizing similar methodology applied to the company's carbon neutral headquarters. PUMA's target of its long-term sustainability program is to reduce its energy and water consumption, waste and CO2 emissions by 25% by 2015; the amount of CO2 emissions to be offset will decline on an annual basis. However, more than only saving

energy, PUMA will require its local offices, stores and warehouses to switch to electricity from renewable sources wherever feasible - in line with its PUMAVision Headquarters in Germany, thus significantly reducing the building's carbon footprint. To offset the headquarters' remaining CO2 emissions, PUMA actively supports a wind farm in Turkey as an offsetting project.

Fox 40 continues commitment to Go Green initiatives in 2010

Fox 40 International has taken numerous steps over the past two years to help save and renew the environment. The company says that it is in the process of making further significant changes, specifically to its whistle, marine, and mouthguard packaging. These changes include:

Whistle Packaging

- investing in automated sustainable packaging equipment to eliminate all clamshell packaging
- using recycled, fully-recyclable paper stock and blister packaging materials
- reducing overall package size by 20% to lessen impact on the environment
- implementing new packing methods to maximize use of space and improve efficiency
- shipping boxes reduced in size due to package dimension changes, resulting in less boxboard consumed, and improving shipping methods
- bagged whistles now packaged in #4 bio-degradable packaging

Marine Packaging

- replacing clamshell packaging on Boat Safety Kit and Water Safety Throw with shrink sleeve packaging
- switching to sustainable packaging for other marine products currently in clamshells, such as Floating Lanyards and Marine Flashlights
- maximizing shelf space for retailers with elimination of bulky clamshell packaging

Mouthguard Packaging

- bagged mouthguards packaged in #4 bio-degradable packaging

Shipping Boxes

- reuse shipping containers whenever possible
- inner/outer shipping boxes reduced in size due to package dimension changes, resulting in less boxboard consumed and improved shipping methods

Another plus is that Fox 40 products are made in Canada, stresses Dave Foxcroft, President and COO. "These initiatives are taking place right here in our own community, not at an offshore facility." Foxcroft adds that some of the company's initiatives were originally implemented without knowing the positive impact on the environment. For example, for several years, the heat produced from injection molding machines used for the production of the whistles has been vented and filtered back into heating the company's manufacturing facility. "This wasn't done as a Go Green initiative but as a cost savings measure," admits Foxcroft. "However, several years later, we realized the positive Green Effect of this air filtration system."

Fox 40's most recent initiative is its investment in rooftop photovoltaic solar energy installations at its

facilities. The first installation will be completed in July of 2010 on its 25,000-square-foot facility in Stoney Creek, Ont. According to Foxcroft, it will produce in excess of 225,000 kilowatt hours of green electricity every year – equal to the energy requirements of 25 families -- in addition to producing energy sufficient to operating Fox 40's packaging and distribution facility located in that building.

For more info about Fox 40's Go Green Initiatives:

www.fox40world.com/index.cfm?pagepath=ABOUT_US/Going_Green_&id=4240

Waste not: Canada Goose provides reusable materials to traditional Inuit sewers

Canada Goose has established a third Canada Goose Resource Centre at Larga Baffin Ltd. in Ottawa, Ontario. Canada Goose also announced that Tilley Endurables will be providing materials to Canada Goose Resource Centres in Pond Inlet and Iqaluit. More than 2,500 pounds of reusable materials have already been donated to the Canada Goose Resource Centers in 2010.

Canada Goose Resource Centres are partnerships with The North West Company, a leading retailer of food, products and services to rural communities in Canada, and First Air, Canada's largest northern airline. The Resource Centres are locations where traditional Inuit sewers have access to free fabrics, buttons, zippers and other materials for use in jackets and clothing for members of northern Canadian communities, with materials donated by Canada Goose.

"The Canada Goose Resource Centers are designed to give back to the people of northern Canada, and we're absolutely thrilled to be expanding our efforts," said Kevin Spreekmeester, vice president of marketing for Canada Goose. "With our third centre opening in Ottawa and the generous support of Tilley Endurables, we have expanded our ability to reach traditional northern sewers. It's been an amazing team effort for all involved, and we look forward to continuing to offer high-quality fabrics and materials to sewers this year and beyond."

Because the first two Centers in Pond Inlet and Iqaluit proved so popular, Canada Goose, The North West Company and First Air decided to open a third Canada Goose Resource Centre as part of Larga Baffin Ltd. in Ottawa. Larga Baffin Ltd. is a rooming home for patients and family members from the Baffin region of Nunavut who are visiting the city for medical care for themselves or friends and family.

"Canada Goose counts on the iconic imagery of the Canadian North when we sell our brand around the world, and this is our way to say thank you," said Kevin Spreekmeester, Vice President of Marketing for Canada Goose. "Canada Goose Resource Centres give us the opportunity to recycle high-quality fabrics and premium materials that have been discontinued. Tilley Endurables will be providing additional shipments of fabrics and raw materials to the two existing Canada Goose Resource Centers in Pond Inlet and Iqaluit, for usage in jackets and clothing for visitors to the centre.

"The amount may be too small for our profitable consideration, but in a Northern world where everything is useful, it is not about profit—it is about survival," said Alex Tilley, founder of Tilley Endurables. "It is a different kind of economy—an economy of purpose and usefulness for a small community. Our 'waste,' our 'loss,' is their treasure and gain."

The North Face outlines its sustainability “journey”

The North Face’s sustainability journey consists of four major areas of focus: reducing greenhouse gas (GHG) emissions; eliminating operational waste; designing sustainable products and engaging its communities. “We believe environmental waste is financial waste and that we can achieve increases in our top line profits by reducing our top line expenses,” they say. In conjunction with its focus areas, the company says that it’s taken several steps along this journey, including installing a 1 megawatt solar panel system at its Visalia, CA distribution centre; achieving LEED-CI silver for its new Canadian headquarters in Montreal, and partnering with bluesign®, a company that closely measures the environmental impact of products down to the chemical level, to work with our manufacturers to examine our entire supply chain and evaluate resource productivity, consumer safety, air emissions, water emissions and occupational health and safety. “The bluesign process covers product makeup, resource use and even waste streams,” says The North Face. “Using this bottom-to-top examination will ultimately ensure that our products continually improve their environmental footprint.”

Patagonia gets creative with its environmental initiatives

Patagonia takes its mission statement, “Make the best product, cause no unnecessary harm, use business to inspire, and implement solutions to the environmental crisis,” very seriously. The company is an industry leader in its environmental programs, which include the Common Threads Recycling Program, through which their customers can return their Capilene baselayers and Patagonia and Polartec fleece garments to the company for recycling, and The Footprint Chronicles, which examine Patagonia’s life and habits as a company. “The idea is to give more of our practices some air and thought, and to change habits often played out on an industrial scale, with concomitant effects,” they say. “We’ve been in business long enough to know that when we can reduce or eliminate a harm, other businesses will be eager to follow suit.” The short documentary, What Come Next, explores environmental responsibility in the Patagonia supply chain. Consumer can also investigate the “footprints” of three of the company’s new products: Quilt Again Jacket, Nano Puff Pullover, and Rain Shadow Jacket.

Info: www.patagonia.com

Louis Garneau, Rossignol make internal changes to lessen corporate environmental impact

Louis Garneau Sports says that the purpose of its environmental policy is to generate its employees’ awareness, quality of life, supplies, and residual material management. The company recycles leftovers from plastic and paper production. A concrete fabric recycling plan has also been implemented. Each year, the company also encourages its employees to ride to work for a week, which brings them an allocation of \$5 for every day of participation. Employees may keep the \$5 or donate it to an environmental cause. Many other concrete actions are taken throughout the year, says Karine Boivin,

communications coordinator for Louis Garneau. “For example, we have set up a recycling counter where cafeteria garbage can be sorted and batteries recycled,” she says. “We now also send out a digital copy of our Employee Newsletter instead of a paper one.

At Rossignol, each employee has been given a cup with their name on it, which they use

daily, says Maria Allaire, marketing and communications manager for Groupe Rossignol (Canada). Allaire also says that the company’s customer service department makes a point of printing fewer emails/forms of customer orders. “Bookings are directly linked to our order system, making it unnecessary to print the files and re-enter the orders,” she explains. “This way, we have considerably cut down our paper consumption.” The

company has also revamped its existing POP materials in order to re-use them. “Sustainability is the key,” says Allaire. In addition, Groupe Rossignol’s production in Spain uses wood from sustainable ISO 14001 certified tree farms for its wood cores (which represent 80% of the company’s skis); the local production also saves energy and fuel.

Smithers, BC Source for Sports helps planet with green ideas

Steve Hidber of Oscar’s Source for Sports in Smithers, BC, reported on his store’s efforts to go green. “We have just done a renovation and moved all of our lighting into energy efficient lighting,” he said. “The move should save us up to 30 percent on our light bills.” The store also takes all of its cardboard to be recycled, and delivers unwanted shoe boxes to local schools, who use them for storing student projects.

“We also recycle monofilament fishing line and send to Purefishing, who use it to make other products,” says Hidber.

Other initiatives include:

- The use of a programmable thermostat to regulate heat.
- When bottled drinks are consumed at the store, employees give the empty containers to charities.
- The store uses recycled biodegradable bags and asks its customers if they would like a bag with their purchase. “We find that many times customers appreciate being asked whether they would like a bag and most say they do not need one,” says Hidber. “We do have reusable bags as well that we give out with larger purchases.”

“It’s how to say how this all helps our bottom line,” he continues. “I feel that’s hard to quantify, except for the lighting. But it does make us feel that we’re a part of helping our planet.”

Mountain Equipment joins elite group of Canada's Greenest Employers

MEC's Sustainable Agenda led to its selection as one of Canada's Greenest Employers for 2010. The selection committee honoured MEC, stating that the company is "a pioneer in incorporating green building features into each of its store locations, including use of reclaimed building materials, green and living roofs and even solar photovoltaic power generation -- and regularly conducts building tours for schools and community groups to help educate and stimulate new ideas for their own projects." Each retail location also offers secure bicycle storage and showers to encourage its employees to ride their bikes to work -- and nationally the cooperative and its employees participate in the annual Commuter Challenge events across the country. The co-op and its employees have a longstanding program for waste reduction in an effort to achieve zero-waste to the landfill -- the latest figure is a 93% diversion rate of materials that once might have ended-up in the landfill, which has been achieved through donations to community groups, aggres-

sive composting and recycling programs as well as unique product take-back pilot programs (such as the Vancouver and Montréal locations' climbing rope take-back programs that sees old climbing ropes re-manufactured into dog leashes). Each store location also conducts an annual employee-led "dumpster dive," in which employees sort and weigh the garbage collected to understand where they are generating waste and to identify opportunities for further improvement. MEC has also pursued initiatives to reduce its overall carbon footprint, such as energy reduction initiatives with stores currently working towards a 5 percent reduction over the previous year. The retailer was one of the first to introduce compostable plastic bags and today donates 5 cents towards an urban sustainability fund every time a member does not use a disposable bag. MEC also donates 1 percent of its gross sales to community projects across the country, with the majority of these being environmentally-focused initiatives

Suppliers re-think shoe boxes and sock packaging

All the packaging that accompanies shoes and socks is really so unnecessary. Here's what a few suppliers are doing to eliminate paper and cardboard in their footwear packaging.

- Brooks' shoe boxes now use 100% post-consumer recycled (PCR) content and utilize a single colour, less energy-intensive flexographic printing process and water-based inks and adhesives. The company says that more box sizes mean a tighter fit, saving 150 tons of paper annually. They tossed the shoe stuffing and Silica packs, and the tissue paper is now chlorine-free, 100% PCR, and the company uses less of it than before. The boxes are also sourced from a nearby, low-emissions box factory with its own on-site water treatment facility. The box was also designed to be easily flattened and recycled.
- With its "Clever Little Bag," launched on April 13 at the Design Museum in London, PUMA does away with the shoe box altogether. PUMA partnered with designer Yves Béhar, of San Francisco based fuseproject, to produce these chic, reusable shoe bags. Savings are generated on the production side due to the reduction in materials, reducing weight during transport and eliminating the need for extra



plastic carrier bags. As a result of the 65% paper reduction through the “Clever Little Bag” concept, PUMA says that it will reduce water, energy, and diesel consumption on the manufacturing level by more than 60% per year. Put into a global context, approximately 8,500 fewer tons of paper will be consumed, 20 million Megajoules of electricity saved, 1 million litres less of fuel oil used and 1 million litres of water saved. During transport, 500,000 litres of diesel is saved and lastly, due to the replacement of traditional shopping bags with the lighter built-in bag the difference in weight can save up to 275 tons of plastic.

- For Fall/Winter 2010, Icebreaker is replacing the traditional plastic banit pins used to hold pairs of its premium merino socks together with a folding cardboard wrap pack. The company says that consumers often remove the banit pin to try on socks, and discarded pins usually end up in landfills. The cardboard packaging dispenses with the need for banit pins and is easy for staff to repeatedly open and close, they say. And, with the removal of all plastic from the banit pin to the hanger, the socks packs are fully recyclable. Icebreaker is also reducing the paper used in its socks packaging, and converting inner cartons used in shipping to recyclable bio bags. Shipping boxes have been replaced with biodegradable starch-based bags. The new sock packaging is printed with vegetable-based ink on paper stock accredited by the Forest Stewardship Council (FSC). The packaging is printed close to the US factory when the socks are manufactured, to reduce unnecessary freight. Sock and accessory retail fixtures have been redesigned to use 30% less material and hold twice as much stock, and are shipped flat to take up less freight space.

Outdoor Retailer encourages ecologically sound practices with Green Steps program

Outdoor Retailer’s Green Steps Program identifies companies adopting green practices in their product, policies, and business tactics in and around the outdoor industry. The goal for this program, they say, is to encourage, step by step, the spread of ecologically sound best practices throughout our industry.

Green Steps for Outdoor Retailer include:

- Paper badges (recycled paper and soy ink) - no more petroleum based badges
- Recycled aisle carpet - reused at each Outdoor Retailer show
- Recycled booth carpet - offered to exhibitors in each service manual
- Biodegradable food ware - utensils, plates, napkins, cups, sandwich containers
- Renewable energy - We still support 100% wind energy for every show we produce
- Recycled trash programs - We recycle everything! All cardboard during exhibitor move-in as well as all trash from the show floor is recycled
- Promotion of Carbon Offset Program

All garbage collected from the Salt Palace, where the Summer and Winter Outdoor Retailer Markets are held, is taken to a transfer station and sorted so that only solid waste is sent to a landfill. Recyclables from the garbage placed in any bin include plastic, cardboard, paper, and aluminum. Biodegradable food containers and cutlery are placed into special containers so they can compost into mulch and fertilizer for local growers.

OIA has also extended the Carbon Neutral Traveler Challenge, which provides a way for businesses to take steps toward lowering their emissions from travel to, from, and during Outdoor Retailer.

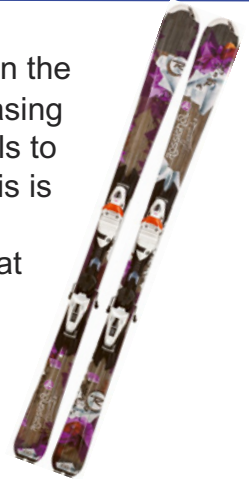
Info: www.outdoorretailer.com

NEW & NOTABLE GREEN PRODUCTS

Timberland's Earthkeepers 2.0 shoes have a built-in obsolescence. Their components come apart at the end-of-life for recycling. The company says that at least 70 percent (and up to 90%) of the materials on the boots and shoes can be recycled or reused. In fall 2009, Timberland launched the first Earthkeepers 2.0 product, an 80-percent recyclable boot. The line now includes 11 SKUS, including three new men's and women's styles that were launched this spring -- a men's boat shoe, men's Venetian and women's slide. Timberland also offers a "nutrition label" on every box to educate and engage consumers about the products they're purchasing. Each label provides information on where products were manufactured, how they were produced and their effect on the environment. Along with the nutrition label, Timberland provides a Green Index tool that rates the shoe on three key environmental factors -- climate impact, chemical use and resource consumption.

Brooks recently launched the Green Silence shoe, a competition racing flat that features several sustainable elements. The shoe was three years in development and was constructed with less than half (48 percent) the parts of comparable shoes. More than 75 percent of the 26 components have been recycled by consumers. Heel counters are made of recycled compact discs; shoe laces, meshes, linings, gillies, and tongue webbings are made from recycled water bottles; and outsoles are made of recycled rubber. These substitutions reduce the energy (41 percent less) and oil (.5 liter less) needed to manufacture each pair of shoes, says Brooks. The dyes, colorants, and adhesives used in production are non-toxic and not harmful to those working in the factory. Volatile organic compounds (VOCs) were lowered by 65 percent. The midsoles, collar foams, and sock liners are completely biodegradable, which reduces waste when the shoes are eventually retired to an active, enclosed landfill.

Rossignol says that its Attraxion 8 Echo is the most environmentally friendly ski on the market. Its production utilizes more local, recycled and eco-friendly materials, increasing its production efficiency. Rossignol says it also uses fewer petroleum based materials to build the Attraxion 8 Echo. The ski also features a wood core and natural fibers. "This is the "greenest" ski that we've ever produced," says Rossignol product manager Thor Verdonk. "The Echo is ahead of the rest of the products in the market, and it's a great example of the environmental sensitivity we're incorporating in every aspect of our business." The Attraxion 8 Echo is designed for expert women skiers; the company will launch the Attraxion 3 Echo for 10-11; this eco-friendly ski was designed for aspiring expert women skiers.



Louis Garneau's eco-friendly line for Summer 2010 includes the Kyo Jersey and Short for men and women. Constructed from 48% recycled materials, the jersey offers enhanced airflow and moisture wicking. Mp3 player pockets, UV protection, and reflective detailing complete these jerseys. The comfortable Kyo Short is made from a Nylon Repreve fabric that is constructed of 88% recycled materials and the Perfo Repreve Chamois made of 48% recycled materials. With the 1% For the Planet, a percentage of sales of these items go back to supporting selected environmental causes.



Singtex's launched a line at Outdoor Retailer this January called S.Cafe. More than 100 garments from a wide variety of brands are using the fabric, which combines used coffee grounds from Starbucks and 7-Eleven stores in Taiwan with molten polyester and extrudes the mixture into a new fibre

Icebreaker garments (and now socks) are tagged with a unique Baacode that will match each garment with the batch of merino fibre from which it was produced. Customers can enter their Baacode on Icebreaker.com/baacode, where they can trace the fiber back to its birthplace: the sheep farm in the Southern Alps of New Zealand where the fiber was grown. Customers can see the farmers and the living conditions of the sheep, then follow the fibre to the factories that knit, dye, finish, cut, manufacture and shipped the garments. The company says that in its first year, more than 75,000 consumers have traced their apparel.

Dakine is also giving plastic bottles a second change with its fall 2010 Re-Gen collection of packs and bags. They're made entirely from recycled PET fabrics from discarded plastic bottles. The buckles have been re-ground from excess plastic; the line is also PVC free. Designers took inspiration from the forests of the Pacific Northwest when creating these bags, which offer an original print that features wood grain accented with sky blue fabric lining and embellishments.

Gibson*Green (G*G) natural oil bike lubricant is said to keep chains lubricated longer than traditional oil. Company owner Ian Gibson has marketed this product to several independent bike shops in Southern Ontario and is taking his green oil national. Gibson says that the highly lubricating properties of (G*G) all natural oil are made possible by the fundamental composition of the vegetable oil molecules as well as the chemical structure of the oil itself. Info: www.iangibsonmarketing.com



Combat Sports' new Combat Backbone baseball bat was designed from the ground up to behave just like a wood bat, but to last much longer and to use much less of our diminishing supply of high quality hard wood. It combines an unbreakable composite handle with a rock hard maple barrel. The process utilizes less wood for less waste, says the company, due to its composite handle. Production starts with a 16" piece of wood, which is much easier to find, and it is only turned down enough to form the barrel shape. With this form of construction up to 90% less wood ends up as chips on the floor, they say. The company has received certification from the Forestry Stewardship Council to ensure that all of the wood used in our wood bats is harvested in the most environmentally responsible way possible. Performance is virtually identical to a wood bat, they say, but durability is dramatically improved, along with balance, swingweight, and feel.

The North Face has several key earth-friendly products in its current line. Tree Hugger 32 is, as the name suggests, a 32-litre pack constructed from eco-friendly materials. Buckles are made with recycled plastic, while webbing, mesh, foam and pack fabric are made from 100 percent recycled fabric. The Green Kazoo technical 15°F down bag sustains three-seasons of exploration and is made from 100 percent recycled fabrics. The mummy bag is filled with 600+ goose down, and stuffs down to a compact 8"x17". The Denali classic fleece jacket is now made from recycled Polartec 300 series fleece. The El Cap Peak ¼ Zip is made from 100 percent recycled Polartec Power Dry fabric. It's a midweight shirt made from shredded post-industrial and post-consumer waste that was melted, purified, and spun into yarn to weave this shirt. Each long-sleeve shirt is said to save 6.6 lbs in CO2 emissions, and 0.17 gallons of gas.

CSGA NEWS

Randy Harris dissolves Trendex NA Sports Vision

Due to unforeseen circumstances, the Canadian Sporting Goods Association will not be able to offer its members the Trendex Market Research reports this year, for the 2009 annual program year. Unfortunately, our partner, Randy Harris, principal of Trendex NA Sports Vision has decided to dissolve his Canadian business citing

major health issues, the financial downturn, and "integrity/continuity problems" with his new Canadian data collection supplier. We wish Randy well, and will have further news for the trade shortly regarding our plans for this year.

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Last week, we issued a challenge to you to identify the Mystery Man in an archival CSGA photograph, taken at a CSGA Champagne Breakfast in February 1985. Just our luck: the Mystery Man was all over the news last week! My inbox was flooded with responses, but Bob Smith, of Bob Smith Agencies in Hanmer, Ontario, was the first person to email me with the correct answer – Larry King. (Congratulations, Bob.) For his efforts, we'll send him a copy of the absolutely indispensable 2010 Sport-Trade Directory (value: \$59.95; \$29.95 for members). Stay tuned for more challenges as we sift through the decades in preparation for our Montreal office move.

INDUSTRY NEWS

RCGA to work under new "Golf Canada" brand

The Royal Canadian Golf Association (RCGA), the governing body and National Sport Organization (NSO) for golf in Canada announced yesterday that it has adopted the name "Golf Canada" as its new consumer facing brand.

As of April 22, 2010, the National Sport Organization for golf, as recognized by Sport Canada will be known as 'Golf Canada', a member-based organization governed by the Royal Canadian Golf Association (RCGA). The RCGA, which has been known as the Royal Canadian Golf Association since 1895, adopted Golf Canada as its new consumer facing brand with the full approval of association's Board of Directors.

"Our operating structure and the day to day operation of our business will remain the same, but going forward, we will be working under the new Golf

Canada brand," said Scott Simmons, Executive Director and CEO, Golf Canada. "Adopting Golf Canada as our new brand is more than simply changing our logo – we are committing to a new brand promise of customer service and inclusiveness; working together with the entire Canadian golf industry to grow and shape the future of our sport."

The decision to change its consumer face to Golf Canada ties to the association's mandate as the NSO to promote participation and excellence in the sport of golf in Canada. Programs like National Golf in Schools, CN Future Links, Canada's National Amateur Golf Championship and Canada's National Amateur Team Program (Team Canada) are based on the participation and excellence mandate and Simmons believes the move to Golf Canada provides a more

relevant identity through which the association can share its story with Canadian golfers.

"We are working to inform Canadians about the junior golf programs and player development initiatives that we believe are the blueprint for success to grow our sport and rebranding ourselves Golf Canada gives us a public identity that better aligns with our role and responsibilities as the NSO," added Simmons. "We want all Canadian golfers to feel like they are a part of Golf Canada and take pride in helping to support the future growth of the game. With more Canadian golfers joining our association, we'll have the resources that are critical to maintaining our world leading golf participation rate per capita and also create more world class athletes in our sport."

Info: www.rcga.org

Acushnet Company completes sale of Cobra Golf brand to PUMA

Acushnet Company, the golf business of Fortune Brands, Inc. has completed the previously announced sale of the Cobra golf brand to PUMA AG. The transaction includes the Cobra brand, as well as related inventory, intellectual property and endorsement contracts.

"With the sale of Cobra complete, we have the opportunity to devote all of our resources to the global growth of our industry-leading Titleist and

FootJoy brands," said Wally Uihlein, Chairman and CEO of Acushnet Company. "This laser focus and our long-standing commitment to deliver superior performance, quality and service will strengthen golfers' trust in the Titleist and FootJoy brands in all global markets."

Acushnet will continue to provide transition services to PUMA on behalf of Cobra - including production, distribution, field sales and customer service - for an agreed-upon period of time.

The financial terms of the transaction were not disclosed.

FINANCIAL NEWS

Columbia Sportswear Company reports Q1 2010 results

Outdoor apparel and footwear giant Columbia Sportswear Company announced net sales yesterday of \$300.4 million for the quarter ended March 31, 2010, an increase of 10 percent compared to net sales of \$272.0 million for the same period of 2009, with 3 percentage points of that increase resulting from changes in foreign currency exchange rates.

First quarter net income totaled \$9.2 million, or \$0.27 per diluted share, compared with net income of \$6.9 million, or \$0.20 per diluted share, for the same period of 2009.

Tim Boyle, Columbia's president and chief executive officer, commented, "Our first quarter results were driven by an 11 percent sales increase in the U.S., resulting primarily from our expanded direct-to-consumer operations. We also benefited from continued growth in our Latin America/Asia Pacific (LAAP) region and renewed growth in Canada. We are encouraged by this early momentum against a backdrop of improved consumer spending and favorable spring weather and, when combined with a 19 percent increase in our fall wholesale backlog, expect to generate record sales in 2010."

Other highlights from the report include:

- The company expects full year 2010 net sales to increase 12 to 14 percent and to generate operating margin of approximately 7 percent.
- The board of directors declared a quarterly dividend of \$0.18 per share, payable on May 27, 2010 to shareholders of record on May 13, 2010.
- The company's cash and short-term investments at March 31, 2010 totaled \$415.8 million with no long-term debt.

Info: www.columbia.com; view full financial release on our blog at <http://blog.csga.ca>

Wolverine reports record Q1 2010 earnings

Wolverine World Wide, Inc. reported yesterday that strong revenue growth, gross margin expansion and operating expense leverage combined to generate record earnings in the first quarter of 2010.

Reported revenue for the first quarter was \$284.9 million, an increase of 11.6% versus the prior year. Foreign exchange had a positive impact of 3.6% on revenue growth in the quarter. During the quarter, all four of the company's branded operating groups posted mid-single to double-digit revenue increases, balanced across all market segments and geographies.

"Wolverine World Wide had an exceptional start to the fiscal year, as clearly demonstrated by our excellent revenue growth and record earnings per share," stated Blake W. Krueger, Chairman and Chief Executive Officer. "Rigorous and consistent execution of our global business model has the Company well positioned to take advantage of improving global economic conditions.

"Our strong performance in the quarter was broad-based, with all of our branded wholesale footwear groups delivering excellent results and continued outstanding performance from our consumer direct business. While the Outdoor Group, led by the Merrell brand, remains the company's leading profit contributor, our Heritage Brands Group, Wolverine Footwear Group and Hush Puppies Group all contributed to our robust performance, posting strong double-digit earnings increases during the quarter."

Highlights for the quarter included:

- The company's geographic diversification remains a key competitive advantage. During the quarter, international revenue accounted for 41.5% of the Company's consolidated revenue versus 38.0% in the prior year.
- Adjusted for restructuring and related charges in both years, gross margin in the quarter was 41.6%, compared to prior-year gross margin of 41.2%. Reported gross margin in the quarter was 41.3% versus 40.3% for the first quarter 2009.
- Adjusted for restructuring and related charges in both years, operating expenses in the quarter were \$78.5 million, or 27.6% of revenue, compared to \$75.3 million, or 29.5% of revenue in the prior year. - - - Reported operating expenses in the quarter were \$79.1 million versus \$87.5 million for the first quarter 2009.
- Inventory at the end of the quarter was down \$45.8 million, or 21.0%, compared to the prior year.
- Accounts receivable at the end of the quarter were up only 4.7%, substantially below the quarter's revenue increase, driving significantly lower days sales outstanding.

Info: www.wolverineworldwide.com; full detail on our blog at <http://blog.csga.ca>

Callaway Golf Company estimates net sales up by 11% for Q1 2010

Callaway Golf Company has announced its preliminary financial results for the first quarter of 2010. Net sales are estimated to be \$303 million, an increase of 11% as compared to net sales of \$272 million for the first quarter of 2009. Changes in foreign currency exchange rates favorably affected 2010 net sales by approximately \$15 million. The company says that on a currency neutral basis (i.e. translating the Company's first quarter 2010 results at first quarter 2009 exchange rates), estimated net sales would be \$288 million, an increase of 6% compared to the first quarter of 2009.

Gross profit is estimated to be \$137 million, or 45% of net sales, compared to gross profit of \$116 million, or 43% of net sales, for the first quarter of

2009. Operating expenses for the quarter are estimated to be \$109 million, compared to \$103 million for the first quarter of 2009. For the first quarter of 2009, the company reported fully diluted earnings per share of \$0.11 (on 63.3 million diluted shares outstanding).

"Our first quarter results reflect the improving economic conditions and the benefits of our continued investment in geographic expansion and our global operations strategy, as well as improvement in foreign currency exchange rates compared to last year," commented George Fellows, President and Chief Executive Officer. "Although poor weather conditions have delayed the opening of the golf season in many of our key markets and tempered our first

quarter sales, we believe that golf spending will increase as weather conditions improve and the golf season opens."

"Overall, we remain cautiously optimistic for 2010," continued Mr. Fellows. "The pervasive discounting that occurred in 2009 has subsided, retail inventory levels are healthy, and we have received positive consumer feedback on our 2010 product line buoyed by strong performance of these products on the various professional tours around the world. Although these and other factors support our optimism, it is important to remember that the second quarter is generally when the consumer purchase cycle peaks and it is a critical quarter for us in achieving our full year targets."

ANNOUNCEMENTS

LEF Industries revamps Cross sales force

LEF Industries Inc. has announced that they have concluded partnerships with BC Agency, Emily Houley Agency, and Signal 43 Marketing to handle the representation of their Cross Sportswear golf brand for Quebec, Ontario, and British-Columbia.

Bruno Caouette (BC Agency - Quebec East) can be reached at:
brunocaouette@ccapcable.com
info@agencebc.com
C: (418) 998-3117
Tel: (418) 907-1836

Emily Houley (Emily Houley Agency - Ontario) can be reached at:
emilyhouley@gmail.com
C: (519) 755-9547

(888) 999-7371 Ext: 227
S: benoit.gordon
C: (514) 913-5868

Jeff Thorpe (Signal43 Marketing - British-Columbia) can be reached at:
jeffthorpe1@mac.com
C: (604) 788-9677
www.signal43.com

In Alberta & the Prairies, continue to contact Jody Longman at:
jodylongman@shaw.ca
403-253-8313
C: 403-650-5777

Benoit Gordon, the Products & Sales coordinator for LEF Industries will also be representing Cross Golf (LEF Industries Inc. - Quebec West, Ottawa Valley and Major Account), he can be reached at:
beng@lefindustries.com

Contact:

Stephanie Gosselin (Customer Service at LEF Industries Inc.)
stephanie@lefindustries.com
(888) 999-7371 Ext: 223

Titleist announces free personalization promotion for Mother's and Father's Day

From now through June 30, 2010, Titleist is waiving personalization charges on its Pro V1 and Pro V1x golf balls, as well as the new NXT Tour, NXT and DT SoLo models.

On any order of just one dozen or more, customers may create their unique personalized message imprinted on the golf ball in up to three lines of block text in black, blue, green or red ink for no additional charge.

Minimum Order:
1 dozen (12 golf balls) per ball type.

Personalization:
Maximum 17 characters per line. Up to 3 lines of block text (ALL CAPS).
One colour personalization. Choice of black, blue, green or red ink colors.

Dates:
Orders must be placed through an authorized Titleist golf ball retailer between April 1 - June 30, 2010.

Info: www.titleist.com.

Travis Mathew and KIKKORGOLF brands now distributed by Rampion

Rampion Enterprises has announced that they will now be distributing Travis Mathew and Kikkor across Canada at select golf and lifestyle retailers.

“It’s really exciting for Rampion to have the opportunity to launch these brands in Canada,” says Jeff Williams, vice president sales and marketing, Rampion Enterprises. “Rampion has built our reputation on some fantastic brands such as OGIO. Adding Travis Mathew and Kikkorgolf to our portfolio will allow us to expand our business with two new progressive brands that we see a huge demand for and think will do very well.”

Travis Mathew provides an exclusive line of lifestyle wear and accessories. Based out of Southern California, the company aims to meet

the demands of today’s active consumer. Meant for those with individual style & substance, Travis Mathew offers products suitable for work, play and pleasure.

KIKKORGOLF is an alternative golf footwear brand that targets young players at heart. The shoes are built with comfort and style first in mind, without ignoring the important technical attributes such as: grip, stability, waterproofing and durability, says Williams. The company was recently launched by 25-year-old professional golfer James Lepp. Lepp grew up in Abbotsford, British Columbia, where he started golfing at four years old.

Info: cservice@rampionent.com.

CSN Asks: "What does the dollar's parity mean for your business?"

Parity with the U.S. dollar means different things to all of us. Tell me what it means to your business. We'll run your comments in an upcoming issue of CSN Week in Review. Email editor Jane Nahirny jnahirny@csga.ca.

Full details about the **Careers/Classifieds** displayed in this CSN newsletter are **posted** at www.csga.ca. These headlines are emailed to all industry recipients weekly.



- Sales Agents for Southern Ontario, Alberta & Maritime Provinces

Maverick Mountainworks

- 6 Rolling racks/8 garment bags for sale



BranDurance

- New Patent Pending Product

Dincus Apparel

- Sales Reps for Prairies/Ontario/Atlantic Canada



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- Field Marketing Coordinator
- Ontario Sales Rep
- Customer Service Rep - Montreal
- Credit & Collections Specialists

Avalanche

- Sales Rep in Quebec



- Sales Rep for Quebec

Lanctot Ltee

- Product Manager **(NEW)**

Confidential Ad

- Mechanical or Industrial Engineer required

Sports Fleets Ventures Inc.

- Product reps for Quebec needed

Cycling Sports Group

- Account Manager - British Columbia

Simple Shoes/F3 Distribution

- Sales Reps for Ontario



- Sales Representative, Sporting Goods Division - Maritime Provinces

Mica Sport Canada

- Softgoods Coordinator for Wintersport, Bicycle & Motorsport divisions
- Customer Service Rep for Scott Bikes



- Director of Sales

Helly Hansen

- Category Manager (Resort Uniforms)

Lanctot Ltee

- Sales Reps for Ont & Quebec Julbo Sunglasses

NRG Enterprises

- Sales Rep for Alberta **(NEW)**

Maurice Sporting Goods

- Territory Manager - Central Quebec
- Territory Manager - Toronto



- Purchasing Coordinator & Warranty & Technical Services Coordinator

WELCOME TO THE GREATER OUTDOORS

Columbia

- National Footwear Sales Manager - Columbia and Sorel Footwear
- Field Sales Manager - London Ontario

Careers/Classifieds Cont'd Next Page

Careers/Classifieds Cont'd



- Field Merchandising Coordinator

Head Canada

- Warranty/Pro Service Technician

Confidential Ad

- Account Coordinator/Customer Service for leading Outdoor & Sportswear Company in Mississauga

Canadian Recreation Products/Royal Robbins

- Exhibit Booth for Sale

Swagman

- North American Sales Manager

Normark Inc.

- National Sales Manager - Canada

Cycles Devinci

- Sales Rep for British Columbia, Alberta, Prairies (Saskatchewan & Manitoba), Maritimes



- Independant Sales Rep for Ontario