



VICTORINOX SWISS ARMY

Victorinox Swiss Army Opens Brand Store in Whistler Village

Temporary location will be open for the 2010 Olympic and Paralympic Games

Monroe, Connecticut (October 26, 2009) – Victorinox Swiss Army, the Makers of the Original Swiss Army Knife, will open a brand store in Whistler Village for two months (February and March) during the 2010 Olympic and Paralympic Games. The brand store will feature a signature selection of items from all six Victorinox Swiss Army product categories: Cutlery, Swiss Army Knives, Timepieces, Travel Gear, Fashion, and Fragrance.

The location at 4321 Village Gate Blvd. is currently home to Keir Fine Jewellery, a local retailer that carries Victorinox Swiss Army timepieces and Swiss Army Knives. The store will be entirely merchandised to reflect the Victorinox Swiss Army brand and will be restored back to its current state as Keir Fine Jewellery after the Olympics.

“Having a presence in Whistler during the Olympics makes a lot of sense for our brand,” said Victorinox Swiss Army President Rick Taggart. “Victorinox Swiss Army is internationally recognized and our quality products are designed for people who appreciate active lifestyles. The company is also a loyal supporter of Swiss athletes and sponsors the Swiss Bobsled and Luge teams during the regular season.”

Victorinox Swiss Army will install all new fixtures as well as interior and exterior signs at the Keir Fine Jewellery location. The company is hiring and training the existing staff to work in the temporary brand store, which was an important factor in the owner’s decision to sublease the space.

“We realized the Victorinox Swiss Army product range would have a greater appeal to the Olympic visitors than the fine, premium-priced jewellery we specialize in,” said Dave Campbell, owner of Keir Fine Jewellery. “Victorinox Swiss Army is also a brand we’ve worked with for a long time and we trust them to take good care of our team and our store.”

The store retrofit is planned for the first two days of February 2010, opening to the public on Tuesday, February 3, 2010.

About Victorinox Swiss Army

2009 marks the 125th anniversary of Victorinox Swiss Army, *Your Companion for Life*. 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 cutlery, fragrances and LED lighting products; VICTORINOX SWISS ARMY timepieces, and VICTORINOX cutlery. It sells apparel throughout the world under the VICTORINOX trademark and has flagship retail stores in New York, London and Tokyo. 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.

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