



FOR IMMEDIATE RELEASE

UK LAUNCH FOR SOLEUS, BALEGA AND KARHU

Fit Brands helps US sports brands enter UK market

London, England, February 25th, 2010: A new sales, marketing and distribution company has been established in the UK by former Fleet Feet Inc executive Jon Dennis. Fit Brands, has been created to enable US specialty sports brands to penetrate the UK retail market. With strong emphasis on the running sector, Fit Brands is positioned to reach the independent specialty retailers as well as the mass market sports retail chains.

Dennis, a former National Champion in Athletics, has over 15 years experience within the sporting goods industry, including 5 years as Franchise Development Manager for leading US run specialty retailer Fleet Feet Sports.

“We are very excited to be introducing US brands to the UK market. We are fortunate to be working with leaders and emerging trendsetters in their categories in the US. With in-depth retail experience, we are aware of the business challenges faced by independent retailers and will position our brands to achieve ongoing success for our brands and our retail partners.”

Fit Brands will introduce proven, community based, US grass roots marketing strategies to the UK, building the brands they represent in partnership with their retail network.

“We will build our dealer network by identifying the best strategic partners for our brands and products. **We are passionate about the industry we serve and seek the same enthusiasm in the suppliers and dealers we partner with.**”

Fit Brands will initially be launching three US brands; emerging running watch/HRM company **Soleus**, leading run specialty sock brand **Balega** and developing footwear brand **Karhu**. Additional partnering brands will be announced shortly.

For more information please contact Alex Solan at (44) 020 3239 4240 or via email alex@fitbrands.co.uk