



Press release of 20th December 2007

"Best agers" walk better in ODLO

"Best agers" are an important target-group for ODLO Nordic Walking. The Swiss company offers them the right functional clothing.

ODLO is the market leader for Nordic Walking sportswear. For Marketing and Sales Director Rick Bühler, it's all very clear: "Best agers are an important target-group for ODLO Nordic Walking. They are active, enjoy life, set high quality demands and can afford to pay for them too".

The Swiss company offers the right Nordic Walking clothing for every age. The sporty Nordic walker in the best years of life finds in ODLO functional sportswear the dynamic "Free Move" tailoring for high freedom of movement. The clothing is breathable, elasticised and weatherproof. Have you gathered a little more weight than you'd like over the years? For restarters in sport, the Swiss company offers shirts, jackets and pants up to size XXL or short sizes. Depending on how daring they are in terms of fashion, "best agers" can choose between conservative or powerful colour combinations. Want to enjoy the third spring actively as a couple? ODLO is the only brand which offers a complete range of functional Nordic Walking clothing for men and women. In any case, walking in pairs is more fun!

Nordic Walking is today a strong component of sport for the masses. As the market leader in Nordic Walking, ODLO is enthusiastically committed to this trendy kind of sport. ODLO's collections are all based on the tried and proven 3-layer system. The first layer (underwear) transports moisture towards the outside, the second (a functional pullover or fleece) helps to regulate the body-temperature and the third (a jacket or vest) provides protection against wind or rain. High-cut collars offer protection against cold temperatures, pants with snow-gaiters keep snow and rain out and reflective inserts ensure better visibility in dark conditions.

About ODLO: ODLO is the inventor of functional sports underwear. As the market and technological leader, ODLO has committed itself to producing the best functional sportswear for people who love exercise - in every weather and at every level of intensity. ODLO ensures well-being from the skin outwards and stands for uncompromisingly high demands of function, wearer-comfort and quality. In the European market, ODLO is the leader in the segment for functional sportswear with ODLO SPORTS UNDERWEAR, in NORDIC WALKING and X-COUNTRY. In addition, ODLO convinces with successful collections in the categories of RUNNING, TEC SHIRTS, KIDS and OUTDOOR. ODLO has its own sales companies in Switzerland, Germany, France, Norway, Belgium/Holland and Austria. The ODLO brand is distributed worldwide in more than 20 countries.

You can find further information under www.odlo.com.

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