



Wenger Receives Store of the Year Award

A.R.E Recognizes Boulder Store for Innovative Design

Orangeburg, NY, May xx, 2011 — Wenger, maker of the Genuine Swiss Army Knife, continues its award winning campaign with its most recent recognition as Store of the Year by the Association of Retail Environments (A.R.E.). This award, which was presented to the 116-year-old brand's U.S. flagship store in Boulder, Colorado, recognizes the best in retail design, store fixtures and visual presentation.

The Wenger Store was chosen for this award due in part to its innovative design, which not only embodies the brand but also successfully creates an approachable, meaningful and authentic space to compellingly display Wenger's core product lines. The blueprint for the Wenger store was the collective vision of Wenger and its footwear licensee Established Brands who worked with Gensler design in Colorado to develop the stores concept and execute its unique design.



"This is an amazing accomplishment for the Wenger brand," stated Melissa Page Marketing Manager, Established Brands. "We took great pride in the design of our store to ensure that it matched the rich history of the Wenger brand and created a connection with our customers. To be recognized for reaching our goals is a true honor."



The award-winning store design features a 15-ft.-by 9-ft. woven-wall sculpture of hand-cut pine logs wrapped in hemp and a hand painted wall art mural based on vintage Swiss travel posters. Adding to the experience is the entire collection of current Wenger knives, watches, footwear and outdoor related products including the "Guinness Book of World Records" World's Largest Knife.

One unique and local characteristic of the store is the interior which was constructed with native pine trees whose species had been decimated due to infestation of the Pine Beetle. The colorful hues found within the grain create a beautiful, earthy tone that is reflective of Wenger's commitment to the outdoors.

The Store of the Year award is just one of the many recent accolades Wenger's original design has received. In addition to Store of the Year, the brand's Boulder store also received:

- 2011 Retail Design Institute's International Store Design Awards, 1st place Specialty Store
- 2011 Retail Design Institute's International Store Design Awards, Innovation Award for Store Planning
- 2011 IIDA Rocky Mountain Chapter BEST Awards: Best Shop



- 2010 AIA Colorado Design Awards: Citation for Interiors
- Grand Prize, Small Format Hardlines (stores less than 3,000 sq. ft.)

The Wenger Boulder Store is located at: 1122 Pearl Street, Boulder, CO 80302.

#

About Wenger NA

Wenger NA is the exclusive United States and Caribbean marketer of Wenger-branded products. Founded in 1893 in the Delemont, located in the famous Swiss Jura region, Wenger was developed around a passion for innovation, precision and expert craftsmanship and is best known as the Maker of the Genuine Swiss Army Knife. Today, the company produces approximately 250 styles of its famous pocket knives, as well as butcher's and professional catering knives known the world over. In 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. In just 12 short years Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance. Within the last eight years, Wenger established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army Knife in the footwear, tent, backpack, sleeping bag, computer mobility and travel gear categories. The company's website is www.WengerNA.com.

Contact Information:

Gibbs & Soell – (212) 697-2600

Kyle Kuhnel - kkuhnel@gibbs-soell.com x 1256

Katie Timinsky – ktiminsky@gibbs-soell.com x 1282

Kailyn Finnegan – kfinnegan@gibbs-soell.com x 1264

#

