



Swiftwick Athlete — Levi Knudson

2016 MEDIA KIT
interbike edition
Booth #13141

 **swiftwick**®

CHASE ADVENTURE.

Our team empowers life's adventures through thoughtful design, superior craftsmanship and a continuous passion to help others do what moves them.

 swiftwick



"At Swiftwick, we focus on our mission to 'empower life's adventures.' It's critical that this be more than a marketing statement and truly represent who we are as a collection of individuals. Our team is full of active folks seeking their own adventures—whether lining up at the start of Dirty Kanza, trekking in Nepal or training for their first 5K. We connect with our customers by being part of the same tribe with similar passions. Those passions and experiences are what drive our products."

— CHUCK SMITH // *President*

It's Performance Gear. *For your adventure.*

No other socks fit better between you and your chosen terrain – whether it's tarmac, dirt or mountains.

Essential Fit & Wicking. *Moves with you, not against you.*

Swiftwicks do two things better than any socks in the world: **Contoured Compression™ Fit** and **Fiber First™ Moisture Wicking** to create a blister-free environment and enhance your performance.

Remaining blister-free requires sock fibers to stretch and fit every contour of your foot. It moves with you, not against you. To wick moisture it's simple: A sock can't move moisture away from the skin if it's not in contact with the skin. The best fit is essential to creating the best wicking socks.

Unapologetic Engineering. *You will feel it. In the first minute, for hours and for years.*

Swiftwicks fit comfortably and beautifully right out of the package, hours into a run, ride or hike and years later. That's because we're athletes who share a passion for an active lifestyle with our customers. We're sparing no development effort to engineer and craft the world's best socks, using the highest quality materials and sustainable practices, right here in the USA. When you chase adventure, we know that our socks will fit your needs for performance.



Swiftwick

ASPIRE™

Swiftwick Athlete — Arley Kemmerer



Swiftwick Team — Delafina Racing

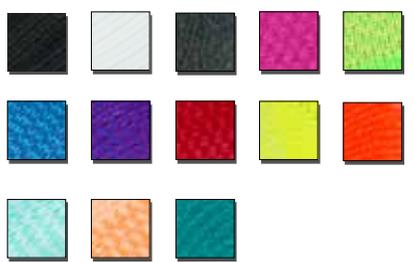
Product Highlights:

- ▶ Minimum footbed cushion
- ▶ Maximum compression
- ▶ Maximum color selection

Available Cuff Heights:

Zero (No-Show), **One** (Ankle), **Two** (Quarterly Crew), **Four** (Quarterly Crew), **Seven** (Mid-Calf), **Twelve** (Below Knee)

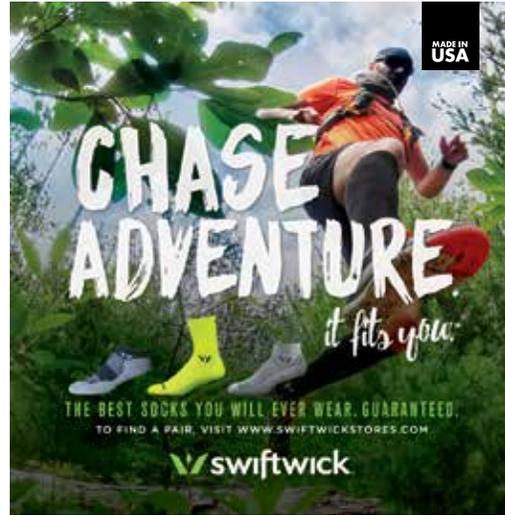
Available Colors:



The **Swiftwick ASPIRE™** is our most popular line and the premier choice for training, racing and recovery. Its compression benefits and thin profile reduce the effects of fatigue to maintain performance longer. With our 13 color options, you are sure to find the perfect socks to match your style.

Swiftwick socks launches new brand identity by “Chasing Adventure”

Brentwood, Tenn.— Swiftwick, a leading athletic performance sock company, announced its new brand identity – “Chase Adventure. It Fits You.™” Thousands of customer-supplied images help the company tell its story about the world’s best fitting socks. The company’s core mission remains the same – empowering life’s adventures in running, cycling, hiking, golf and other activities. A new website, aimed at supporting more than 1500 dealer locations from coast to coast, will launch in September 2016.



“Whether their chosen terrain is tarmac, trails or the fairway, Swiftwick gives our customers two things better than any socks in the world,” said Chuck Smith, the company’s president. “Our performance gear features the best fit and superior dryness to create a blister-free environment that makes Swiftwick the best socks you will ever wear.”

The company has a proud history of producing Contoured Compression™ Fit socks that are well known in many running and cycling circles as the best fitting socks on the market. The company’s product development regimen, from fiber engineering to knitting processes, is the company’s secret to fast growth since it began in 2008. Swiftwick continues to use the most sustainable manufacturing processes available, including never applying topical chemicals to produce moisture wicking socks. Rather, Swiftwick’s Fiber First™ Moisture Wicking uses advanced engineered materials and construction techniques to create mechanical moisture wicking that is superior in the market.

Swiftwick socks are 100 percent Made in the USA. Nashville, Tenn. remains the base of the operation with manufacturing only a few hours away in Chattanooga, Tenn. Since the company manufactures all of its products in the USA, it enables them to better partner with dealers by having complete control of the supply and quality of each product. This allows Swiftwick to offer Made in the USA advantages such as free shipping and zero minimum orders to support consumer demand. There are no plans to move manufacturing, despite the pressure from overseas competitors.

“Swiftwick is fortunate to have an engaged audience of customers who pursue adventure,” said Elliott Cunningham, vice president of marketing. “Our branding has been inspired by our professional and everyday athletes and their passions, and our goal is to share their experiences and inspire others to Chase Adventure.”

To learn more about why Swiftwick says the best socks matter, visit www.swiftwick.com.

swiftwick
CHASE ADVENTURE. IT FITS YOU.™



BEST socks you
will EVER wear!
GUARANTEED.



No other socks
fit better.



BETWEEN YOU AND YOUR CHOSEN TERRAIN.

Swiftwick welcomes Jamie Pillsbury as national bike sales manager

Brentwood, Tenn.- Swiftwick, a leading athletic performance sock company, is pleased to welcome Jamie Pillsbury as its national bike sales manager. Pillsbury brings more than 15 years of sales and marketing experience in the cycling and outdoor industry.

Pillsbury joins the company after previously working as an independent sales representative and territory manager for The North Face on the Redpoint Sales Team. As a sales representative, he worked closely with top specialty retailers in his territory to build strong relationships and develop sustainable sales strategies. Pillsbury also has experience managing consumer-facing marketing initiatives and brand development for custom bike manufacturers from his time at Lynskey Performance Designs. As a research and development rider for Lynskey and its OEM partners, Pillsbury gained an immense amount of knowledge of bike fabrication and product design.



“We are excited to welcome Jamie to the Swiftwick team,” said David Fitzgerald, vice president of sales. “As Swiftwick continues to grow, we are confident that Jamie’s vast knowledge of the cycling industry combined with his sales experience will be an invaluable asset to the company.”

In his new role as the national bike sales manager, Pillsbury will serve as the expert for the cycling industry and support the implementation of brand strategy to contribute to in-store excellence. He will also oversee the coordination between the sales and marketing teams, as well as the company’s independent sales representatives to ensure Swiftwick’s bike dealers achieve success.

“I have been connected to Swiftwick since its inception, as both an athlete and wear tester, so it felt like a homecoming when I decided to join the brand in the sales department,” said Jamie Pillsbury, national bike sales manager. “Swiftwick is in a great position for scalable growth, and I feel fortunate to have the opportunity to apply my skill set to a brand that means so much to me personally.”

In addition to being an avid cyclist, Pillsbury also enjoys the food and music that Nashville has to offer. Swiftwick believes that he will be a wonderful addition to the team.



Swiftwick Athlete - Kasey Klopfenstein

Swiftwick VISION™ PRIDE:



NEW! Swiftwick VISION™ BIKE SERIES:



Swiftwick Athlete — Chris Cooper

Product Highlights:

- ▶ Medium footbed cushion
- ▶ Medium compression
- ▶ Maximum personality

The **VISION™** offers all the Swiftwick advantages to fuel your passions in colorful designs and styles. This line is built with our signature Contoured Compression™ Fit. Our goal is for you to stand out in our unique socks for whatever adventures come your way.

Swiftwick continues relationship with Maxxis-Shimano Pro Cyclocross Team

Brentwood, Tenn.- Swiftwick, a leading athletic performance sock company, is excited to continue its partnership with Momentum Sports Group as the official sock of Maxxis-Shimano Professional Cyclocross Team. The team will begin its season by competing at Cross Vegas on Sept. 21, 2016, during the Interbike Trade Show.



“We are stoked to continue our relationship with the Maxxis-Shimano Professional Cyclocross Team,” said Chuck Smith, president of Swiftwick. “The riders and support staff are great ambassadors of our brand, and we are proud to support them in competition and training.”

Maxxis-Shimano Professional Cyclocross Team welcomes Crystal Anthony and Travis Livermon for the upcoming season. Since Anthony began her journey as a professional cyclocross racer six years ago, she has proven her talent numerous times such as earning a spot on the U.S. World Championship Cyclocross Team for the third consecutive year in a row and ranking 12th overall in the world.

Known among the cycling community as a well-rounded competitor, Livermon joins the team after previously riding for Team SmartStop. Livermon’s palmarés includes placing eighth at the USA Cycling Cyclocross National Championships. Danny Summerhill will be the only returning team member for the coming season. Known for his tremendous bike handling skills and teamwork, Summerhill will be an asset leading the team.

“I never really cared or knew about socks enough to know the difference until I started riding in Swiftwick and realized the difference amazing socks can actually make,” said Danny Summerhill, Maxxis-Shimano professional rider. “Over the last couple years of racing with UnitedHealthcare Pro Cycling Team, I’ve put in countless hours training and racing, and not a single pair of Swiftwick socks has worn through. I think that just goes to show how durable the socks are.”

Swiftwick socks will be an essential part of the team’s performance gear for the upcoming season. The company utilizes its signature Contoured Compression™ Fit and Fiber First™ Moisture Wicking to craft a blister-free environment for maximum performance.

Swiftwick will also continue to be the official sock of Cross Vegas for the third consecutive year. The company has produced limited edition socks for this highly anticipated event, which will be given to staff as well as VIP guests. All attendees at Cross Vegas will have the opportunity to purchase these socks at the merchandise tent or upon registering.

To learn more about Swiftwick, visit www.swiftwick.com.

swiftwick

PURSUIT™

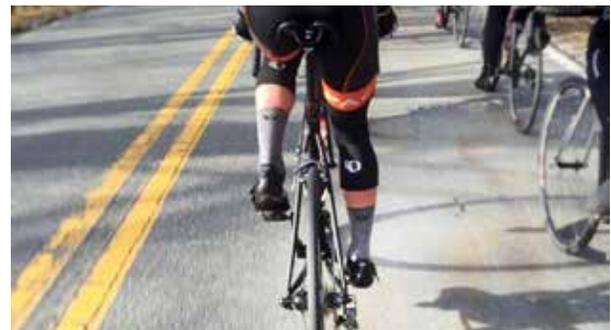
Swiftwick Athlete — Katie Hall



Available Cuff Heights:

Zero (No-Show), **One** (Ankle), **Two** (Quarterly Crew), **Four** (Quarterly Crew), **Seven** (Mid-Calf), **Twelve** (Below Knee)

Available Colors:



Swiftwick Team — High Country Development Team

Product Highlights:

- ▶ Medium footbed cushion
- ▶ Medium compression
- ▶ American-sourced Merino Wool

The **Swiftwick PURSUIT™** is crafted to overcome the most demanding outdoor explorations. It fuses the best American-sourced Merino Wool with our essential fit and wick technologies, delivering the reliability you need to keep moving.



swiftwick ATHLETE SHOWCASE

Swiftwick Team — Maverick Multisport

“Swiftwick socks have been a key piece of gear for our athletes and the only sock company we’ve ever used to train and compete. Having a sock that provides great texture, breathability and compression without blisters is imperative. We are honored to work with Swiftwick because we know they truly are the standard by which all others are judged.” — **Chris Hutchens** // Team Director – *Maverick Multisport*



Swiftwick Athlete:
Danny Summerhill

“I never really cared or knew about socks enough to know the difference until I started riding in Swiftwick socks. I’ve put in countless hours training and racing and not a single pair of Swiftwick socks has worn through.”

— **Maxxis-Shimano** // Team



Swiftwick Athlete:
Katie Hall

“In three years of riding and racing with Swiftwick socks, I have never once thought about my feet during a bike race, and I have not yet worn through a pair. That says a lot about the quality of design.”

— **UnitedHealthcare Pro Cycling** // Team



Swiftwick Athlete:
Josh Tostado

“With Swiftwick socks, I know that I have the best socks possible and that my feet are going to be able to take the pounding that 8, 12 or even 24 hours on the bike will dish out.”

— **Josh Tostado** // Athlete



Swiftwick Athlete:
Michael Nasco

“The unquestionable comfort and reliability of our Swiftwick VISION™ EIGHT socks deliver the support we need for any condition!”

— **Red Monkey Sports** // Team



Swiftwick Athlete:
Majo Srnik

“Because of Swiftwick, I am able to keep moving without worrying about disappointing socks!”

— **Majo Srnik** // Athlete



Swiftwick Athlete:
Tommy Rivers Puzey

“These socks are perfect! Light and breathable on the climbs up into mountains, yet dry and warm on the descents.”

— **Tommy Rivers Puzey** // Athlete

Social & Public Relations National Reach



+1 Million Reach

Facebook.com/swiftwick



+30 Million Impressions

Public Relations Reach



+239k Impressions

Twitter.com/swiftwick



6.8 Million Magazine Ad Reach

Advertising in National Publications

Advertising & Public Relations



Also covered in: *The Wall Street Journal*, *Men's Health*, *Women's Health*, *Men's Journal* and more.

Events & Sponsorships

Swiftwick aligns its support of events that encompass our core culture and also elevate our brand to better benefit our partners. The result has been lasting relationships with well-respected events and brands on both local and national stages encouraging fans, athletes and adventure seekers to chase their own personal bests with each event.



CHASE ADVENTURE.

it fits you.™

MADE IN
USA

Swiftwick Athlete — Fairlee Frey

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 **swiftwick®**