

Friday, September 26, 2008

Head Skis and Mountain Action Network announce partnership/sponsorship

Head USA supplier of alpine and snowboard gear and Mountain Action Network announce a partnership to help Head skis build its brand presence online. This partnership enables Head to connect skiing consumers with specialty retailers online and drive traffic through promotion into stores via Shopatron. The Mountain Action Network collection of winter sports sites reaches over 2 million skiers each winter.

The sponsorship will include Head promoting a complimentary Mountain Sports Club premium membership with the purchase of each Head ski, snowboard and boot. Redemptions will be done online and add value for the consumer while encouraging more frequent participation in skiing and snowboarding. "Adding value to any purchase with a MSC membership that delivers savings will help retailers with their sell-through this season", added Mike Bisner, Director of Marketing for HEAD.

Head will be featured in key content areas throughout the Mountain Action Network such as travel desk, resort pages, shop/marketplace and on outbound emails to email subscribers and members. This integrated promotion will include point of sale promotion in specialty Head retail stores, print advertising, at consumer ski shows and on product with hang tags.

The growing Mountain Action Network audience will be introduced to Head products and their points of sale, as the official ski & snowboard equipment company within this popular network. Head products will be featured and consumers will be driven to purchase Head winter products at all authorized specialty retailers nationally through the Shopatron Network.

About Mountain Action Network: Producing sites for the Mountain Sports enthusiasts since 1998, this growing network consists of MountainSportsClub.com; SkiSite.com; ShredSite.com; RealConditions.com with more sites to be released and announced. The Mountain Sports Club offers members valuable savings on lift tickets, services, lodging travel and more at resorts throughout North America. For more information contact John Siewierski at 303.554.6555 or via email at jsiewierski@gmail.com.

FOR IMMEDIATE RELEASE:

***HEAD USA** is a division of HEAD NV which owns such premier sporting goods brands as HEAD (tennis, racquetball, and squash racquets; alpine skis and boots; snowboards, bindings and boots; athletic and outdoor footwear; accessories and apparel), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings), Mares and Dacor (both scuba diving equipment).*

ABOUT HEAD: HEAD NV is a leading global manufacturer and marketer of premium branded sports equipment. HEAD NV's ordinary shares are listed on the Vienna Stock Exchange ("HEAD"). Our business is organized into four divisions: Winter Sports, Racquet Sports, Diving and Licensing. We sell products under the HEAD (tennis, squash, paddle and racquetball racquets, tennis balls, tennis footwear, badminton products, alpine skis, ski bindings and ski boots, snowboards, bindings and boots), Penn (tennis and racquetball balls), Tyrolia (ski bindings), and Mares/Dacor (diving equipment) brands. We hold leading positions in all of our product markets and our products are endorsed by some of the world's top athletes including Richard Gasquet, Andrew Murray, Ivan Ljubicic, Svetlana Kuznetsova, Patty Schnyder, Amelie Mauresmo, Hermann Maier, Bode Miller, Didier Cuche, Marco Büchel, Patrick Staudacher, Maria Riesch, Elisabeth Görgl, Sarka Zahrobska, Jon Olsson, Gianluca Genoni and Jack Huczek.. For more information, please visit our website: www.head.com.

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