



NEW GOODS AND GOOD NEWS FOR 2012

As we embark on another promising year for the CW-X brand in 2012, I'd like to share some excellent news. Last year was far and away our biggest year as a brand, with year to date sales through just October 2011 outpacing the annual sales total for all of 2010. That month itself was our biggest on record, closing almost 20% up over the previous October. Our focus, consistency, and hard work are paying dividends, and we believe we can keep this momentum going into 2012 and beyond.

The new products making their debut at this show represent the evolution of our proprietary targeted support web technology, and add a bold new direction in styling. CW-X products have always been eye-catching, but the bright colors highlighting the support web in products like the new Endurance Pro Tight will grab the attention of consumers, retailers and the market at large.

A consistent strategy focusing on making the finest engineered endurance apparel available for pre-, peak and post-activity, while being confident enough to test the market with new designs and concepts, is how we move into the future as a growing brand. CW-X is the state-of-the-art in targeted support technology for endurance athletes, and we have over 50 patents worldwide to prove it.

We'll continue to grow by producing the best performing products in the world. We'll support them with effective point of sale merchandising, and strong PR and advertising programs. And, we'll continue to work with retailers who respect our brand and know how to meet the unique needs of endurance athletes, particularly runners and tri-athletes.

It's not a sprint, and we're only in the first few laps of a long-distance race, but we're certainly picking up speed and gaining strength with every stride.

Sincerely,

John L.A. Wilson
President and COO
Wacoal Sports Science Corp.
New York, N.Y.

CW-X PLANS FESTIVAL OF COLORS FOR FALL/WINTER 2012

Performance Apparel Takes Bold New Eye-Catching Direction



CW-X Insulator Endurance Pro Tight

Runners, skiers, and fashion-forward gym rats will upgrade their look and their fitness levels this fall, when CW-X® Conditioning Wear offers an eye-catching landscape of new colors alongside its first ever Insulator Endurance Pro Tight™.

New for fall/winter 2012, the Insulator Endurance Pro Tights for men and women feature WarmStretch™ anti-microbial, temperature-regulating fabric and a windproof, water repellant front panel. Like other members of the Pro line, the tights will feature Support Web™ technology that focuses on providing comprehensive, targeted support to the muscle groups of the hips and legs. They will be sold in black with lime green stitching. (\$135 sug. ret.).

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Revolution Tights in Black/Blue

“The Insulator Endurance Pro Tight is for athletes who play, train or compete in cold weather, and want maximal muscular support,” said the company’s John L.A. Wilson. “The Pro line is the counterpoint to the joint-focused StabilyX line, and both lines now feature superior temperature regulation.”

At the top of the CW-X line, the Revolution Tights will now be sold in black with blue highlights for men, and in black with rainbow highlights for women, adding extra pop to these already attention-grabbing tights. (\$195 sug. ret.)

The popular StabilyX™ line will also add a rainbow stitch in women’s full-length sizes (\$100), and a black with lime green stitch to women’s 3/4 length sizes (\$88). Men’s StabilyX will see a new black and grey tight with blue contrast stitching (\$100), as well as new LL and XLL sizes denoting longer lengths for taller athletes.

The original Expert™ tights will become available in black with select panels of the Support Web in blue for men (\$80), while the women’s Expert line expands with the addition of an Insulator Expert in black with lavender stitch (\$98).

The women’s PerformX™ line will see the addition of black and grey tight with lavender stitching (\$70).

Men’s Ventilator™ Tights will be available in black with blue panels (\$100), the men’s Long Sleeve Ventilator Web Top (\$85) will be available in black with blue stitching, and the men’s Insulator Web Top will be available in all black (\$95).

The VersatX™ Bra (\$60) will be available in black with lime green piping and all lavender for fall/winter 2012, and the Xtra Support II Bra will also become available in black/lime green (\$65).

Unisex Compression Support Socks (\$40) add a raspberry colorway, while the Ventilator Support Socks (\$45) add blue, and Compression Calf Sleeves add lime green and lavender colors (\$38).



Compression Support Socks

CW-X MAKES NEWS



CW-X VersatX Support Bra was featured on the NBC Today Show on Sept. 7, 2011

Do you go for a more compressed look?

YES

Although the inner lining of each cup on the CW-X VERSATX SUPPORT BRA (\$65) features a starlike web that holds things firmly in place, the bra “has a little bit of a squish-them-in factor,” said a D-cup tester. Still, she loved the snug feeling once she clasped the three-hook closure. “The bra didn’t jiggle and left no strap marks,” said another tester. 32B–36D; cw-x.com

CW-X VersatX Support Bra

CW-X VersatX Support Bra appears in November 2011 Runner’s World

4-great up

Bosom Buddies

What’s your sports bra best? Unbothered? Too much support? Hard to breathe on and off? We used the latest styles to find the one that will keep you cool, comfortable, and confident.

After testing 10 styles, we found the best for high impact, medium support, low impact, and medium support.

High Impact (CW-X VersatX Support Bra)

Medium Support (CW-X VersatX Support Bra)

Low Impact (CW-X VersatX Support Bra)

Medium Support (CW-X VersatX Support Bra)

Features: BREATHABLE, SUPPORTIVE, ADJUSTABLE STRAPS, MOISTURE WICKING, FLEXIBLE

CW-X VersatX Support Bra was covered in the September 2011 issue of Prevention magazine.

Angel Wears CW-X

Victoria’s Secret angel Adriana Lima worked up a sweat in CW-X during a boxing session with her trainer at the gym in Miami last October. The 30-year-old Brazilian model was spotted the day before leaving another workout with her husband, basketball player Marko Jaric.



Supermodel Adriana Lima boxes in CW-X

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TEAM CW-X NEWS



CW-X is Official Support and Recovery partner of Gloucester Rugby

CW-X Sponsors UK Rugby Team

CW-X Conditioning Wear, in conjunction with its UK distributor Big Bear Sports, is partnering with Gloucester Rugby — a top tier professional English rugby team dating back to 1874 — as Official Support and Recovery partner of the club. The deal is set to run for the next two rugby seasons with an option to extend at the end of that period.

Wacoal Sports Science Corp.'s John L.A. Wilson commented, "This is an exciting venture for CW-X. Following a successful UK launch last year, we are keen to raise its profile by aligning ourselves with key partners. Gloucester Rugby is an obvious choice, a winning squad with a strong ethos and performance ethic, they recognized immediately the advantages CW-X Conditioning Wear could bring to the team's performance. This partnership will help to expand our business, particularly across Europe and, most importantly, drive an increase in brand awareness across the UK."

Barny Allen, the head of strength and conditioning at Gloucester Rugby added: "We are delighted to be working with CW-X Conditioning Wear. When it comes to providing sports performance wear for the team, it's imperative that we have partnerships that add real value. As soon as the players tried CW-X they noticed a marked improvement in performance and recovery. It is an excellent partnership for the club and we look forward to working with the brand in the years to come."

Two key products for the squad this season will be the Stabilyx Tights and Pro Tights, which the team will use in both training and recovery.

The team competed in the European Heineken Cup and finished third in the Aviva Premiership League last season. Last year they also won the prestigious LV Cup, an English and Welsh rugby union knock-out cup competition featuring the 12 Aviva Premiership clubs and four Welsh Regions.

Gloucester Rugby features 2003 Rugby World Cup winner and current England Team member and captain, Mike Tindall, along with six other Gloucester players who competed in the 2011 Rugby World Cup for their respective countries.



A smiling Margaret Schlachter, obstacle racer

Facing Life's Obstacles

Greetings to the newest member of Team CW-X, obstacle racer Margaret Schlachter of Killington, Vermont. She has been coaching alpine skiing for almost a decade now and lacrosse for the past seven years while working as Head of Admissions for Killington Mountain School, a private ski academy in Vermont. She recently placed sixth in the women's competition of the Spartan World Championships in Glen Rose, Texas. "The course was amazing and brutal at the same time," she reported.

Last September, Margaret ran the Vermont 50 (50K) and finished 5th in her age group in her first ultra marathon. Her competition schedule kicks off again in May with the McNaughton 50 Mile Ultra in Pittsfield, Vt., followed by the famed Death Race in June.

"CW-X has literally been a game changer for me," she tells us. "I don't think I can ever run in anything other than CW-X. I love the extra support it gives my hips and knees, places that in the past I have had issues with. I have literally put them through more obstacles, mud, fire, water and barbed wire than any clothing should go through and it has come out on top each time. They keep performing even under these extreme conditions."

Read more about Margaret's dedication to obstacle racing on her blog: www.dirtinyourskirt.com.

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Congratulating Rachel Cieslewicz's (center in black) win in the OR Summer Market 2011 Uphill Challenge is BDR Bruce Monroe (far left), the CW-X models, and John L.A. Wilson (far right.)

CW-X is Secret Weapon in Uphill Challenge

Trail Runner's Seventh Annual Uphill Challenge, held this year at the Summer Outdoor Retailer trade show, went from an uphill run to what many referred to as a "true mountain challenge"—the incline of the treadmills was increased to a lung-burning 15-percent grade (from last year's 10 percent).

Stealing the show was 2011 La Sportiva Mountain Cup fourth-place finisher and CW-X athlete, Rachel Cieslewicz, and La Sportiva's Matt Byrne, who is a member of the 2011 U.S. Men's Mountain Running Team, traveling 1.40 and 1.79 miles, respectively. The two were crowned 2011 Trail Runner Uphill Challenge King and Queen of the Mountain.

FIELD NOTES



The team at Runners Roost in Lakewood, Colo. That's (l-r) Chris Alderman, vice president, store president Sonya Estes Alderman, and sales rep. Blair Simpson, who's obviously tickled by Chris' beard (look closely).

Emphasize the "Wow" Moment

Colorado's Runners Roost, recently named one of the 50 Best Running Stores in America by *Running Insight* and *Competitor* magazines, has carried CW-X for over seven years and was the brand's charter retailer in the Denver market. Catering to a strong skier/rider market along the Front Range, the store is doing great with capri-length tights, according to Sonya Estes Alderman, president.

Store associates emphasize the multi-sport utility of the brand and its exceptional durability. Sonya also praises the brand's use of WarmStretch temperature regulation fabric: "That's a 'wow' moment on the floor when you're talking to a customer and explain how the fabric works while they are out working hard at enjoying their favorite sport."

Her best advice for making a sale is to encourage a try-on. "We suggest the customer walk over to the dressing room with the brand to ensure the support panels are in the right place and fit correctly.

"Our philosophy is we want a runner or skier or any athlete for life, not just a race."



Fleet Feet Sports - Boulder loves CW-X. Meeting CW-X Press for the afternoon was (l-r) store associate Graham Stoner, store owner-manager Lilly Johnson, sales rep Blair Simpson, and sales associate Megan Hebbe.

Explain the Benefits of Compression

Lilly Johnson, owner-manager of Fleet Feet Sports — Boulder, says the main advantage of CW-X that her customers appreciate most is knee support for a wide variety of sports, not just skiing or running. "Our market doesn't just enjoy one sport, they enjoy them all. So a tight that works for four seasons is a lot more appealing to them."

Customers at Lilly's Boulder location are highly educated when it comes to technical benefits, which is why the Fleet Feet staff first asks about

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personal goals and needs — what they call the FIT Process. They spend time to educate athletes about the benefits of compression performance apparel. “But sometimes men need a little extra help trying on the tights because they’re not as experienced as women who are used to stockings,” she laughs.

Lilly believes strongly in grassroots marketing and supports the annual Boulder Boulder 10K, the Boulder Marathon, hosts fun runs and Monday social runs, sponsors clinics, and provides wall space for local vendors such as doctors and trainers. “Word of mouth has helped place us on the map,” she tells us.



Sohui Alberty and Ali Lefebvre of FrontRunners in Brentwood, Calif. Notice how those reflective patches really shine.

An Educated Sales Staff Boosts Sales

“New colors really add to the appeal of CW-X,” says buyer Ali Lefebvre of FrontRunners, located within the Topa Town Center in Brentwood, Calif. “Also, we like how the bras merchandise so well with the tights. People are drawn to it when they see the two together.”

An active woman who enjoys boxing, Ali adds, “My favorite bra of all is the VersatX Support Bra. It provides exceptional support, especially in high impact activities. It keeps the ‘girls’ in place.”

Says Sohui Alberty, assistant manager, “Calf sleeves are doing great for men and women. Customers know it will help their recovery and provide support for any activity. Word-of-mouth is really moving sales.”

Ali advises, “Make it easy for customers to visualize themselves in CW-X. And make sure your staff is well educated. There’s less price resistance if your on-floor sales associates can explain technical features.”



CW-X sales representative Dan Hill hikes in memory of Mark Fulton

Remembering Mark Fulton

It was with great sadness that we marked the passing of former southern California CW-X sales representative Mark Fulton who died in April 2011 at the age of 55, leaving behind his wife of 29 years, Cathy, two daughters, Kinsey (age 24) and Ali (age 19) and a son, Miles (age 21).

Mark established the Big Bear Triathlon Series — rated as one of the top ten triathlons in the United States — and he founded the 8000 Meter Challenge, where outdoor industry folks are challenged to hike three mountains in Southern California in 24 hours or less — Mt. Baldy, San Geronio and San Jacinto.

Last September, 130 friends, including CW-X sales rep Dan Hill, hiked 38 miles and 11,000 feet of elevation gain to again raise money for Big City Mountaineers — over \$11,000 in 2011.

Said Oleg Shikverg, CW-X western sales director, “Mark was one of our original CW-X reps who helped put us on the map. He will be greatly missed by all of us here.”

Meet Chad Smith

Chad Smith is the Sales and Brand Manager for running at Cycles Lambert in Lévis, Quebec. An avid runner and triathlete, he can be seen in the photo with his two children Matthew and Anna warming up for the Bluenose half marathon in Halifax, Nova Scotia. He says his Ventilator Tights helped him to a personal best of one hour, 39 minutes in the race. He calls it the highlight of his season.

“As a long time fan of the product, I was extremely excited when Lambert earned the right to distribute CW-X in 2008,” said Chad. “Since that time, the momentum of the CW-X brand has resulted in consistent sales growth, including the addition of Running Room to our customer list.”

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Chad Smith of Cycles Lambert

With over 100 stores in Canada, Running Room is a significant contributor to the running community and a huge win for both Chad and CW-X.

Chad says he's looking forward to another year of personal bests with CW-X in 2012, and says the brand's commitment to provide athletes with "Conditioning Wear" with a focus on support "pre, peak, and post" activity, has been a clear differentiator from the competition and retailers continue to show their vote of support with their buying dollars.

BEHIND THE SCENES



The TRE Team before hitting Austin's famous Sixth Street

TRE-mendous Sales Team

Seen at The Running Event in Austin last December was our TRE-mendous sales team: (l-r) sales representative Blair Simpson, brand development rep Derek McDaniel, sales rep Mark Hollingsworth and Western Sales Director Oleg Shikverg. The local FOX TV affiliate mentioned the brand during their coverage of the TRE Expo, the largest ever, attracting over 1,600 industry professionals.

Welcome to Our World

Newest member of the extended CW-X family is Gray Olivia Simpson, daughter of Melissa and Blair Simpson of Boulder. Gray was born Oct. 18 at the University of Colorado Hospital where mom works as a cardiac nurse. Gray weighed in at 5 lbs. 10 oz., not counting the funny hat with pom poms. Not to be outdone, Gray's brother Wyatt, now 21 months, stuck a green bean up his nose at a Simpson family dinner a few days after Gray's birth. Blair reports, "We were relieved when he later sneezed it out during dessert." Nice trick, Wyatt. Teach us sometime.



Gray Olivia Simpson

CW-X Press is written by Blumenfeld and Associates, Inc. PR, Darien, Conn. 203 655 1600, www.blumenfeldpr.com, which is solely irresponsible for this blather.

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