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## **Life is good® Selects CenterStone's iVendix *B2B E-Commerce Solution to Launch for Specialty Retailers and Sales Reps***

**Boston, Mass. and Denver, Colo. – Tuesday, March 4, 2008.** CenterStone Technologies, Inc., an international developer of Web-based B2B e-commerce software for manufacturers selling through specialty retail channels, today announced that Life is good® has selected the company's iVendix software application. iVendix will provide Life is good with a business-to-business (B2B) on-line ordering solution for their retail dealers and sales reps. When Life is good goes "live" on the application, dealers and sales reps will be able to view automated catalogs, check on the availability of product, place orders, and track and monitor the status of those orders using iVendix because it is accessible 24/7 via the Web.

"We were looking for the best B2B e-commerce platform available and a vendor with a history of helping clients build their brand within the specialty retail community. Life is good runs SAP, so we also wanted a B2B partner with a proven ability to integrate with SAP. CenterStone has seamlessly integrated their iVendix B2B e-commerce solution with SAP for many clients," stated Bert Jacobs, CEO of Life is good. "In order to continue to provide a superior level of customer service, we felt that Life is good needed a proven solution that would be quickly adopted by users, and CenterStone's iVendix solution has that track record," continued Jacobs.

"Life is good® is a much sought-after brand for a large percentage of specialty retailers that use our B2B solution, so we are very pleased that they have selected iVendix for their B2B e-commerce solution. It is also exciting for CenterStone to be working with a brand that is such a strong reflection of optimism and good feeling," said Tom Detmer, CEO of CenterStone Technologies. "iVendix delivers a large and extensive user community that is continuing to grow at a very rapid pace. And it is the adoption rate by this user community that will drive the ROI for Life is good. Based upon our success with other leading brands that sell through specialty retail, we have no doubt that CenterStone will contribute to the ongoing growth and success of the Life is good brand," Detmer added.

Brands that currently use CenterStone's Software-as-a-Service (SaaS) platform and that make the company's other solutions available to retail customers and sales reps include: The North Face, JanSport, Vans, Reef and VF Imagewear, part of VF Corporation (NYSE: VFC); Pearl Izumi; Marmot Mountain, Ex Officio and Marker Apparel, brands of Jarden Corporation (NYSE: JAH); Under Armour (NYSE: UA); Helly Hansen; Perry Ellis Intl. (NASDAQ: PERY); Geneva Watch Group; Cleveland Golf and Fidra Golf; SmartWool, a division of Timberland (NYSE: TBL); RipCurl; Billabong; Sport Obermeyer; Smith Optics; KHS Bicycles; Dale of Norway; O'Neill Clothing; Hot Chillys; Petzl; Sole Technology; Icebreaker; Four Star Distribution (C1RCA); Buck Knives; Fresh Produce Sportswear; Yakima Products; Patagonia Europe; 180s, The Orvis Company and others.

### **Life is good®, Inc.:**

Life is good, based in Boston, spreads good vibes through its colorful collection of apparel and accessories, and the contagious grin of Jake, its optimistic cultural hero. For more information on Life is good, please visit [www.lifeisgood.com](http://www.lifeisgood.com).

### **About CenterStone Technologies, Inc.**

CenterStone Technologies, Inc. operates a multi-tenant, Software-as-a-Service (SaaS) platform and provides Web-based sales order management applications in six languages and local currencies in North America and Europe with widespread adoption by specialty retailers and sales reps. CenterStone's e-commerce solutions processed more than \$1.2 billion dollars in wholesale transactions in 2007.

CenterStone makes vendors more competitive by driving revenue growth, providing increased inventory turns at retail, reduced customer service costs, and greater speed to market, thus improving relationships with their customers--retail dealers. Additional information about CenterStone Technologies, Inc., based in Denver, Colo., with offices in San Diego, Calif., and Paris, France, can be found on the company's Web site at [www.centerstonetech.com](http://www.centerstonetech.com).

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