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Lafuma Group USA Selects CenterStone's B2B E-Commerce Solution for Five of its Brands Lafuma, Millet, Eider, Killy and Oxbow to be Open for Business 24/7 for Dealers

BROOMFIELD and DENVER, Colo. – Monday, March 9, 2009 CenterStone Technologies, Inc., an international developer of Web-based B2B e-commerce software for manufacturers selling through specialty retail channels, announced today that Lafuma Group USA has selected the company's **iVendix** cloud computing application for its Lafuma, Millet, Eider, Killy and Oxbow brands. When the iVendix B2B solution goes "live" later this spring, these brands will provide a business-to-business (B2B) on-line ordering solution for their retail accounts and sales reps. Retail accounts and sales reps will be able to view automated catalogs, check product availability, place orders, and track and monitor the status of those orders using iVendix because it is accessible 24/7 via the Web.

"The Lafuma Group understands the importance of being easy to do business with, and especially in these challenging economic times, having a B2B e-commerce solution for our dealers and sales reps is a must-have innovation for the efficiency of our operations, commented Guillaume Linossier, General Manager of Lafuma Group USA. In order to continue to provide a superior level of customer service, we felt that five of the Lafuma Group brands needed a proven B2B solution that would be quickly adopted by our retailers. CenterStone's iVendix B2B solution has a proven track record of adoption in our industry. We were looking for the best B2B e-commerce platform available and a vendor with a history of helping clients showcase their brands within the specialty retail community. iVendix is an industry standard with a history of being the most widely accepted B2B e-commerce solution. CenterStone will open up the Lafuma, Millet, Eider, Killy and Oxbow brands for business 24/7 by allowing our dealers to place orders at their convenience, any time of day or night. The Lafuma Group is committed to its retail partners, and our new B2B solution will insure that we are also the easiest company for specialty retailers to purchase from, which will further differentiate our brands and provide additional value to our dealers added Linossier."

"Through our many clients we have observed the specialty retail market changing dramatically over the last 6 to 9 months, and manufacturing companies need to align their cost structures to improve the efficiency and execution of their businesses," said Tom Detmer, CEO of CenterStone Technologies. "There is no denying these are stressful economic times, but they are also the best time aggressive companies can take market share from their peers by placing their customers first in terms of service. As more and more pressure is put on independent specialty retailers, they need business partners who can be responsive to them 24 hours a day, every day of the week with the most up to date information. Clearly, it is a reflection of the times we live in; if you are aggressive and put your customers first, you are likely to succeed, and if you are complacent, it is likely you'll be left behind," continued Detmer.

Brands currently using CenterStone's Software-as-a-Service (SaaS) platform and making the company's 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; SmartWool, part of Timberland (NYSE: TBL); RipCurl; 180s; Sport Obermeyer; Rossignol; Dale of Norway; O'Neill Clothing; Hot Chillys; Petzl; Icebreaker; Four Star Distribution (C1RCA); Fresh Produce Sportswear; Yakima Products; Billabong (ASX: BBG); Patagonia Europe; Life is good; New Balance; The Orvis Company and others.

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About Lafuma Group USA:

The Lafuma Group's five main divisions are: Lafuma, Millet, Le Chateau and Oxbow, and recently acquired, Eider / Killy. Lafuma manufactures general outdoor equipment including clothing, footwear, backpacks and sleeping bags. Millet specializes in mountaineering apparel and equipment. Le Chateau provides country gear and clothing for activities like riding, hunting, fishing, and gardening. Oxbow designs and produces surfwear. Eider & Killy focus on ski apparel. Additional information can be found at www.lafumagroup.com.

About CenterStone Technologies, Inc.

CenterStone Technologies, Inc. operates a multi-tenant, Software-as-a-Service (SaaS) platform and provides Web-based B2B e-commerce 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 \$1.3 billion dollars in wholesale transactions in 2008.

CenterStone makes vendors more competitive by driving revenue growth, providing increased inventory turns at retail, reducing customer service costs, and providing 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, is at www.centerstonetech.com.

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