

A 25-Year Veteran of the Wintersports Industry, Adams Will Oversee Atomic USA's Transition to Ogden, Utah

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OGDEN, Utah, March 7 /PRNewswire/ -- Amer Winter & Outdoor Americas -- a business unit of Amer Sports Corporation that manages Salomon, Atomic and Suunto in the United States -- has appointed wintersports veteran Michael Adams as General Manager of Atomic Ski USA. Currently Senior Vice President and Director of Hardgoods for Salomon North America, Adams will lead Atomic USA beginning April 1, 2007, including its relocation this summer from Amherst, New Hampshire and reorganization in Ogden, Utah. Current Atomic USA president Jack Baltz will remain with the company through the end of the year. Baltz and the current Amherst management team will focus on 2007 business and assisting Adams and the new Utah team with a smooth transition.

"We have always been number one in our industry in customer service, and everyone here in Amherst will work hard to ensure that our customers continue receiving outstanding care," says Baltz.

"Amer Sports appreciates the decade of great leadership that Jack has provided the industry and the Atomic brand," says Mike Dowse, President and General Manager of Amer Winter & Outdoor Americas.

"Additionally, we're excited to have Mike Adams take the reins as General Manager of Atomic USA. His first objectives will include building a winning team at Atomic and leading a successful transition to Ogden." Beginning August 2007, Atomic USA will be operating from the Amer Winter & Outdoor Americas complex in Ogden, sharing its headquarters with fellow Amer Sports brands Salomon and Suunto. Amer Winter & Outdoor Americas was founded in August 2006 to provide a shared infrastructure for Amer's US-based winter and outdoor businesses. Ogden is located on the west side of the Wasatch Mountains, 40 miles north of Salt Lake City International Airport. The city boasts a vibrant historic district and quick access to world-class skiing.

"Atomic is the reference for performance in winter sports equipment and is the preeminent ski and snowboard producer in the world," says Adams. "The global Atomic team, Amer Sports and myself are unanimous in our determination to build the next success stories for Atomic USA in Ogden."

Recognized as a successful team builder and product marketing innovator, Adams has 25-plus years in the US wintersports business. Before joining Salomon 11 years ago, he served as President of Elan Skis from 1993-1996.

Globally headquartered in Altenmarkt, Austria, Atomic is the world's largest producer of skis with an emphasis on alpine, nordic and backcountry skiing as well as snowboards.

Founded in 1950, Amer Sports Corporation is the world's leading sports equipment company with internationally recognized brands including Wilson, Atomic, Suunto, Precor, Salomon and Mavic. Employing more than 6,600 people worldwide, Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. The Group's business is balanced by a broad portfolio of sports with a presence in all major markets.