



VICTORINOX

SWISS ARMY

FOR IMMEDIATE RELEASE

RENE STUTZ ANNOUNCED AS NORTH AMERICAN PRESIDENT, VICTORINOX SWISS ARMY, INC.

Monroe, CT – September 20, 2010 – Victorinox AG President and founding family member, Charles Elsener, proudly announced today that Rene Stutz, former President of German cutlery company Wüsthof-Trident of America, Inc. will join the North American Team as President, Victorinox Swiss Army, Inc.

“I am delighted that we have found someone who not only has a strong proven track record across all disciplines within our cutlery industry, but also who embodies our company values. I know his passion, determination and focused direction will bring business growth,” Elsener stated.

While at Wüsthof, Stutz increased their sales and profitability through a variety of strategic initiatives; He created new product mixes, drove key account relationships including Williams Sonoma, Crate & Barrel, Amazon and Sur la Table, and he restructured their operations with a new automated warehouse. His professional background also includes roles as the CEO of All Clad/Spring Switzerland and the President and CEO of Fissler/AMC North America, a leading manufacturer of kitchen and household products.

Over the past 126 years, Victorinox has continued to innovate while maintaining its authentic Swiss heritage and culture. The addition of Rene Stutz to the Victorinox family will continue to propel the brand forward within Victorinox Swiss Army, Inc.

Founded in 1884, Victorinox Swiss Army is *Your Companion for Life on the Road*. Victorinox Swiss Army, Inc., a wholly owned subsidiary of Victorinox, A.G., is the exclusive United States, Canadian and Caribbean marketer of VICTORINOX Swiss Army knives, forged and stamped cutlery, fragrances and LED lighting products; and VICTORINOX SWISS ARMY timepieces. It sells apparel throughout the world under the VICTORINOX trademark and has flagship retail stores in New York, London, Tokyo and Geneva. Under license from Victorinox A.G., the Company sublicenses the VICTORINOX trademark and the famous Victorinox Cross and Shield to selected manufacturers and distributors of fine products including VICTORINOX TRAVEL GEAR. The company Web site is located at www.swissarmy.com. Victorinox Swiss Army, Inc. is based in Monroe, CT. “VICTORINOX”, the famous Victorinox Cross and Shield, and “SWISS ARMY” are trademarks owned by Victorinox AG and its affiliates and are registered in many countries.

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