



VICTORINOX
SWISS ARMY

FOR IMMEDIATE RELEASE

**ROB STERNER ANNOUNCED AS SENIOR VICE PRESIDENT OF SALES,
VICTORINOX SWISS ARMY, INC.**

Monroe, CT – March 4, 2011 – North American President of Victorinox Swiss Army, Inc., René Stutz, proudly announced today that Rob Sterner, former President of Coopers Marketing Group, will join the North American Team as Senior Vice President, Sales for the Commercial and Retail Cutlery and Swiss Army Knife Divisions.

“Rob will be an integral part of our growth strategy as we continue to expand the presence of the Cutlery and Swiss Army Knife divisions. I am excited to have Rob join Victorinox Swiss Army, and I look forward to Rob’s contributions to our organization and am confident that he will help us drive business growth in the future,” Stutz has said.

Rob brings with him Sales and Marketing expertise and a proven track record in developing and executing growth strategies. Most recently, Rob has been the President of Coopers Marketing Group, which specializes in sourcing new products for retailers and distribution development for overseas factories. His professional background also includes 5 years at Trudeau, a global housewares manufacturer, as Vice President of their US Division; and 12 years at Tienshan, Inc, an international manufacturer of housewares and dinnerware, as Chief Executive Officer. During his tenure at Tienshan, Rob was promoted twice, to President and then to Chief Executive Officer.

Over the past 127 years, Victorinox has continued to innovate while maintaining its authentic Swiss heritage and culture. The addition of Rob Sterner to the Victorinox family will continue to propel the brand forward within Victorinox Swiss Army, Inc.

About Victorinox

Victorinox produces and sells unique, high quality products worldwide which are of practical use in differing areas of life: Swiss Army Knives, Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. The head office of the company is in Ibach, Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener first set up his cutler’s business in 1884 and, a few years later, designed the legendary “Original Swiss Army Knife”.

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