



VICTORINOX

SWISS ARMY

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VICTORINOX SWISS ARMY, INC. OPENS A FACTORY STORE AT THEIR NORTH AMERICAN HEADQUARTERS.

Monroe, CT – January 3, 2011 – In conjunction with the North American Retail strategy and following successful openings globally in 2009 and 2010, Victorinox Swiss Army, Inc. has opened their first Factory Store in Monroe, Connecticut, located at their North American Headquarters at 7 Victoria Drive.

The new 575 square-foot store, opened on December 15th just in time for last-minute holiday shoppers. The store compliments the current Retail location in Soho, New York and two Outlet stores, in addition to the annual Warehouse Sales at the Monroe facility in November and May. Victorinox Swiss Army will also be opening two stores in the first half of 2011.

"I am pleased to offer the local community a Retail outlet that features an assortment of products from all six of our product categories. The store offers our shoppers and brand fans a sneak peek into our North American headquarters, sprawling 26-acre campus and family culture of the company." *Rene Stutz, President, 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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