



# VICTORINOX SWISS ARMY

## FOR IMMEDIATE RELEASE

### CONTACT:

Renee Hourigan  
Victorinox Swiss Army, Inc.  
203-944-2387  
[renee.hourigan@swissarmy.com](mailto:renee.hourigan@swissarmy.com)

Kalley Jolly  
Mullen PR  
617-226-9934  
[kalley.jolly@mullen.com](mailto:kalley.jolly@mullen.com)

## VICTORINOX SWISS ARMY, INC. ANNOUNCES PROMOTION OF MIKE SMITH TO VICE PRESIDENT OF SALES, CORPORATE MARKETS

Monroe, CT – March, 2010 – [Victorinox Swiss Army](#) (VSA) is proud to announce the promotion of Mike Smith to Vice President of Sales, Corporate Markets. A Victorinox veteran, Smith joined the company in 1994 and has held roles in Procurement, Supply Chain and Product Management. His previous title was Director of Supply Chain at Victorinox. Working hand-in-hand with Victorinox Vice Presidents and the Sales and Marketing teams over the last 15 years, Smith has gained extensive, unrivaled experience in promotional planning, sales initiatives, assortment planning, program development, marketing support, retailer communications and product development.

“I am thrilled to accept the position of Vice President of Sales of the Corporate Markets division,” said Smith. “I’ve been with Victorinox Swiss Army for almost two decades now, and the brand continues to make innovative, enduring products that I am both proud and excited to promote and share with our customers.”

From a product standpoint, Smith knows Victorinox Swiss Army products like the back of his Swiss Army Knife-wielding hand. During his tenure at the company, he has been responsible for pricing our product, sourcing product, leading sales presentations and regularly communicating with Victorinox Swiss Army’s headquarters in Ibach, Switzerland. And prior to joining the company, Smith worked to source a variety of products for incentive product industries.

“Mike is a true brand ambassador and expert,” said Victorinox Swiss Army President, Rick Taggart. “His dedication to Victorinox Swiss Army, love of the brand and extensive product and company knowledge equip him perfectly for his new role in leading the Corporate Markets division.”

For more information and/or to set up an interview with Mike Smith, please contact Kalley Jolly at [kalley.jolly@mullen.com](mailto:kalley.jolly@mullen.com) or visit [www.swissarmy.com](http://www.swissarmy.com).

### **About Victorinox Swiss Army**

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](http://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.