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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Mad Rock Sheds Some Weight and Passes Savings on to Customers**

Santa Fe Springs, CA February 5, 2010: Mad Rock is pleased to announce Kenny Suh, who has been with Mad Rock since 2007, as head of the company's global sales and marketing team. Joseph Garland, a contracted sales rep with Mad Rock, announced his departure early January. Mad Rock's sole owner and president Young Chu assures his customers that operations will resume as normal. "Our in-house staff as well as the US and International sales team is excited about the changes and look forward to an even better 2010."

#### **Factory**

Mad Rock Climbing is happy to announce that the move from China to Vietnam was a success. "Even though the transition was difficult, it was a necessary move in the face of overwhelming price increases in China. We will be able to pass on savings to the dealers and consumers while maintaining quality and innovation, which has been the cornerstone of Mad Rock's philosophy."

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