

Publication of Tandem Sport, Inc.

The Tandem Times

Welcome to The Tandem Times. This quarterly newsletter will be your source for all of the latest news at Tandem Sport. With Tandem Sport, superior products and service are always the name of the game.

Pro-Tec Finds Niche in Specialty Running Market

Pro-Tec Athletics has come a long way since its inception in 1991. With just one product in his arsenal, owner and former Professional Volleyball Player Jeff Rodgers began selling a patellar tendon strap to volleyball enthusiasts around the Los Angeles area. As the company grew in size and recognition, several new products were added and new markets were explored. One such market that emerged with great success was the running market. Pro-Tec quickly capitalized on this success and began manufacturing specialized supports for specific running injuries.

Now located in Redmond, WA, Pro-Tec Athletics offers more than 25 products, ranging from highly effective orthopedic supports to innovative cryotherapy products. Several of these products, including the Patellar Tendon Strap and the IT Band Compression Wrap, have become top sellers within the running market and are asked for by name. Chuck Kirsch of Runner's Depot in Davie, FL has seen the Pro-Tec line blossom in recent years in his running stores. "I am very happy to have the Pro-Tec line in both of our locations, as a user and seller. The most frequently recommended products are the IT Band, Short Knee Sleeve, and the Ankle Wrap." These comments are echoed throughout the running community as the Pro-Tec line continues to grow and establish itself as the premiere specialty running manufacturer.

Featuring compression padding to absorb stress to the affected area, Pro-Tec supports offer more than just a "product on the shelf." Most products include an injury guide that offers injury information and strengthening exercises. Retail buyers like the injury guides for the added informational support they provide on the sales floor while consumers like the guides for the added value that the rehabilitation options provide.

Rodgers is optimistic about the future of Pro-Tec Athletics. "After many years of building a strong product line we have



Pro-Tec owner Jeff Rodgers assisting Chuck Kirsch at The Running Event.

reached the point where many products are experiencing accelerated sales growth. Several of our "unique" products, such as the IT Band, Toe Caps, Arch Pro-Tec, and Ice-Up are rising to popularity in all markets. Our hat goes off to all who have been an integral part of this success as we look forward to another strong year in 2007."

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The 2007 Product Catalogs have Arrived!

As the best year in company history comes to a close, excitement is at an all-time high for 2007. We have added several new Volleyball novelty items, as well as the Target Challenger. You should have already received your 2007 catalog in the mail. The new catalog features familiar favorites as well as the following new items:

- * Pro-Tec SI Back Belt
- * Volleyball Wallet
- * Tandem Pass Catcher
- * Volleyball Note Pad
- * Deluxe Volleyball Clipboard
- * Volleyball Spiral Notebook
- * Volleyball Picture Frame
- * Volleyball Luggage Tag
- * Volleyball Photo Album
- * Tandem Target Challenger

Please note that all of our products are featured on our website, www.tandemsport.com. For additional catalogs, please call 1-800-766-1098.



Product Profile: Pro-Tec Ice Up



The Ice-Up from Pro-Tec

Long synonymous with athletes and deep ice massage, the dixie cup has proven to be an effective tool for deep ice therapy. Utilized by athletes of all levels, the dixie cup has found its way into training rooms everywhere. However, due to its lack of portability and limited multiuse options, there was room for improvement. This much needed improvement came in 2005 with the introduction of the Ice-Up from Pro-Tec.

The Ice-Up is a portable ice massager that offers deep tissue relief for ligament, tendon, and muscular injuries. While most ice packs offer passive therapy in 15-20 minutes, the Ice-Up provides effective treatment in only 5-7 minutes. Simple and ef-

fective, the Ice-Up has been well received by most athletes in the 2 years that it has been on the market. Most like the innovative product due to its convenience and portability.

Product features include:

- **Portable carry cooler that keeps Ice-Up stick frozen up to 12 hours**
- **Leak proof design**
- **Ergonomic, insulated comfort grip barrel for controlled ice massage**
- **Unique Ice-Up stick cap design allows for secure closure**
- **Affordable, small, and easy to carry--take it anywhere**
- **Simple and effective: fill it, freeze it, and carry it for Ice on the Spot**

The Rep Report...updates from the road

Alabama and Georgia watch out, there is a new Tandem Sport rep in your area.

Tandem Sport would like to welcome Trey Skaggs to the team. A former high school football coach, Trey has been working in the industry for 3 years. In his short time with Tandem, Trey is already on the road to accomplishing big things. On a recent account visit with Tandem's National Sales Manager, Tammy Allgeier, he made quite an impression with his motivation and effective sales approach. In addition, Trey is wasting no time and has already secured

appointments with several key accounts, including Hibbett's and Sportime.

Trey attributes much of his success to honesty, customer prospecting, and thorough follow-up. However, he thinks a quality product also goes a long way. "Tandem's customer service is great and the products are well received. I look forward to growing Tandem in Alabama and Georgia; it is always a pleasure to rep well organized lines with great product."

In addition to the Tandem lines, Trey also represents Tachikara, Tonix, T3K, Bristol, Fox40, and Turboslot.



*New Tandem Sport Sales Representative
Trey Skaggs*

◆ Congratulations to Bob Wood and his sales group for having the highest sales increase for 2006! Group members include: Bob Wood (TX), Leland Allred (TX, LA, OK), Charlie Wright (TX, OK, NM), Steve Padgham (LA, MS), Jimmy Duff (TX), and David Mansfield (AR, OK). Keep up the good work in 2007!

Contacts

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Event Calendar

March 5, 2007: Kessler's Team Show, Richmond, IN
May 5, 2007: 133rd Running of the Kentucky Derby, Louisville KY
June 11-13, 2007: SGMA & TAG Spring Shows, Las Vegas, NV
June 28-30, 2007: Sports, Inc. Show, St. Charles, MO
July 19-22, 2007: ADA, Louisville, KY
July 24-27, 2007: NBS, Louisville, KY

Newsletter Special!
Save 5% off of any Pro-Tec product ordered in February. Use Promo Code NEWSPT.