

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.

Tandem Sport Gears Up for Summer "Break"

It is shaping up to be a busy summer for Tandem Sport. From new product development and marketing to industry shows, there is plenty of activity around the Tandem offices these days. While summer used to be considered the "calm before the back to school storm", it is now one of the busiest times of the year. One reason for the increase in summer activity can be attributed to the continued growth of Tandem Sport.

As Tandem's sales increase, Tandem's efforts must increase to keep their place within the industry and to ensure their spot on the speed dial of the buyers. And those buyers are now turning to Tandem for a variety of needs. From Active Ankles to volleyball training devices, Tandem's sports medicine lines and very own accessory line are doing very well and helping to solidify Tandem's reputation as the industry's one-stop shop.

If show participation is an indicator of success, then 2007 should be the best year in company history. From the inaugural SGMA Spring Market in June to the buying group shows in late June and July, the summer months will be filled with account appointments and show specials. Tandem is also expanding its reach with their recent acceptance into Sports Inc. and will be in attendance at the Sports Inc. Spring Show in St. Charles, MO. In ad-

dition, Tandem is now participating in the industry running shows, including the Fleet Feet National Conference and The Running Event in Austin, TX.



Anne Brown, Tammy Allgeler, and Lindsay Tucker enjoying the "surf" at the Super Show in 2006.

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Top 10 Reasons to Buy from Tandem Sport

10. Tandem Sport is located in Louisville, KY, thus providing a central shipping location to minimize shipping times and excessive shipping charges.
9. We do not sell direct. We have an active "referral policy", directing individuals to accounts per geographic location.
8. We have an excellent, motivated sales force eager to assist you. Please contact us for a sales representative in your area.
7. Tandem Sport has been in business for 18 years and knows the sporting goods industry.
6. We provide exemplary customer service, putting the needs of our customer first. (Please note that during business hours you will ALWAYS reach a live person, not an automated recording).
5. Customer orders are shipped out within 24 hours of order placement. For added convenience, we can drop ship larger equipment items directly to your customer.
4. We have adopted the "we help you sell" philosophy and will provide promotional material for you to distribute to educate your customers.
3. We have expanded our Volleyball specialty line and are now considered the #1 Volleyball equipment, training aid, and accessory provider within the sporting goods industry.
2. Consumers want choices without a lot of hassle; consider Tandem Sport your one-stop shop for all of your sports medicine and sporting goods equipment needs.
1. **Drum roll please...** We provide quality merchandise at affordable prices. We continually strive to develop unique products that satisfy the dynamic needs of the sporting goods industry.





New! The Target Challenger

Product Profile: Target Challenger



New from Tandem Sport! The ultimate in target technology...the Target Challenger. Finally, a multi-purpose target that can be used to fine tune any activity where precision is a must. Adjustable pole height and target ring allow for limitless positioning. Sturdy net collects balls for easy retrieval and is easily detachable (pictured at left).

Includes a 22 lb weight for stability and 2 wheels for easy portability. Target Challenger is adjustable to 12 feet and the target ring measures 30" in diameter. The Target Challenger is ideal for passing, setting, or shooting.

Never miss the mark again with the Target Challenger from Tandem Sport!

Success in the West...Meet Far West Associates

Tandem Sport is pleased to feature Far West Associates in this issue's Rep Report. Far West has been representing the Tandem Sport lines for over 10 years and has had extreme success with the products. Far West continues to be a leading contributor to Tandem's sales growth.

Q&A with Mike Matranga and Stan Ross, Principals of Far West Associates

Q: How long has Far West been in business?

Mike: 13 years on October 1, 2007

Q: How many associates do you employ?

Mike: 13

Q: Reasons for your success with the Tandem lines?

Mike: Consistency, our reps are consistent. They are consistently presenting and servicing the Tandem line. Opportunities seem to present themselves if you are consistent.

Stan: The folks at Tandem have a clear vision of where they are, what reps have on their plate on a daily basis and how to close/support/grow given business relationships without encumbering reps' daily activity. In short, Tandem makes it easy.

Q: If you had one piece of advice to give, what would it be?

Mike: Establish a foundation of products within a particular retailer and then service the product and opportunities for product expansion will develop.

Far West associates currently representing Tandem Sport include:

Mike Matranga, Stan Ross, Mark Blesius, Dave Stewart, Mark Matranga, Glenn Kaplan, Jason Wells, Erik Ebinger, Si Simonsen, and Brandon Strong.

 Congratulations to Trey Skaggs and his family on the birth of their second son, Steven Michael, born on April 5, 2007.

Contacts

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Event Calendar

May 24-27, 2007: AVP Louisville Open, 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

SGMA SHOW SPECIAL!
 5% off on all orders placed at show