

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.

Challenger Series Exceeds Expectations

The Tandem accessory line has flourished over the last several years, boosted by the addition of several new products, including the Pass Rite and Volleyball Pal. However, no product series has impacted Tandem Sport more than the Challenger series.

The Challenger series was launched in 2006 with the introduction of the Vertical Challenger. Priced lower than most vertical jump testers on the market, the Vertical Challenger was designed to be affordable, accurate, and easy to use. After a design improvement in 2007, sales have steadily improved with a 36% increase in sales for 2008.

The second product in the Challenger series was introduced in 2007 with the release of the Target Challenger. The ultimate in target technology, the Target Challenger is a unique training device that utilizes a telescoping pole and accuracy ring to provide a training target for passing, setting, or shooting. Target Challenger sales are up 10% this year and expected to increase as product awareness grows and marketing efforts are expanded.

The Spike Challenger was added to the Challenger family this year. This volleyball training device for hitters utilizes a pre-positioned ball which provides the perfect "set" every time. The

Spike Challenger is ideal for ball contact, arm swing, and foot-work training, repetitive hitting drills, and conditioning exercises.

The Vertical Challenger retails for \$370.00, the Target Challenger retails for \$275.00, and the Spike Challenger retails for \$699.00.



Are you up to the Challenge?

Pictured above: Vertical Challenger, Target Challenger, and Spike Challenger

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Chalk Talk...notes from the office

- ◆ The Vertical Challenger has been updated and is better than ever! The telescoping pole now utilizes a tension clamp system versus the previous push button system. The device now comes with a weight for added stability and the pole numbers are etched into the pole to prevent rub off. The product color has been updated and the Tandem Sport logo has been added to improve overall appearance of the product.
- ◆ The Swede-O X8 Ankle Brace has been updated! Swede-O has reduced the bulkiness of the top straps and improved durability. In addition, removable rigid stabilizers have been added to each side of the brace to increase support. The X8 is a great alternative to the ASO, utilizing 2 pre-positioned straps instead of 4 for easy application.
- ◆ Be sure to check out the Tandem Sport website, www.tandemsport.com. Website specials will now be appearing on the home page. In addition, monthly product specials will be emailed out to all accounts with an email address on file. Please contact lindsay@tandemsport.com if you would like to be added to the email list. Don't miss out on these specials!!
- ◆ Tandem Sport is proud to announce that Pro-Tec Athletics has agreed to become the title sponsor of the new Running Intelligence website. This sponsorship will also include advertising in the Running Intelligence newsletter. Pro-Tec continues to be a leader in the sports medicine category within the running market, as illustrated by their approximate 70% market share.



Product Profile: Swede-O X8 Ankle Brace



The X8 Ankle Brace from Swede-O

With so many braces on the market, Swede-O makes it easy for the consumer with their complete line of quality ankle braces that fit every need. The latest addition to the Swede-O family is the X8 Ankle Brace.

The X8 utilizes 2 dual straps instead of the usual 4 strap design. The straps are lightweight and pre-positioned for easy application. Specially designed to secure on both the brace and each other, the straps are used as both the figure-eight and top locking straps over the laces.

In addition, the longer strap length and many application angles allow for more leverage, thus creating a more secure and

personal fit.

A recent improvement has been the addition of rigid stabilizers to each side of the brace. These removable stabilizers add support and increased ankle protection.

The X8 is made in the USA, as are all the Swede-O braces and backed by a one-year warranty.

Some other quality ankle supports in the Swede-O family include:

- Ankle Lok
- Strap Lok
- Inner Lok 8
- Tarsal Lok

The Rep Report...updates from the road

It has been a busy spring for the Tandem Sport sales team. Hard work is paying off as several success stories have been reported from the road. Keep up the good work!!!

Congratulations to Brad and Kate Kingery, of Kingery & Associates, who recently placed the Active Ankle in The Sports Authority.

Jim Curtis, representative for RBC & Associates, recently placed the Active Ankle in Olympia Sports.

Young gun Rob Fritz, representative for RBC & Associates, seems to be catching up

to the older veterans of RBC as he is in negotiations for product placement in a major retailer in the Northeast. Watch out Harry!

Harry Rentz, representative for RBC & Associates, maintains the GSI Commerce account and negotiated the addition of the Tandem Sport equipment and accessory line to GSI's website.

Stan Ross, principal for Far West Associates, maintains REI's account and confirms that Pro-Tec is the sole injury prevention supplier to REI and the product line is selling very well.

Tandem would like to welcome a few new members to the sales team.

- Gabe Seaman-Kingery & Associates
- Bill Czisny-Ultimate Edge Marketing

Congratulations to Don Leonard and his family on the birth of their third grandchild, Henry Campbell, born on March 8, 2008.

Tandem Sport would like to congratulate Mark Berning on the announcement of his upcoming wedding on July 19, 2008 in Cincinnati, OH.

Contacts

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Event Calendar

May 24-26, 2008: AVP Louisville Open, Louisville, KY
June 9-11, 2008: SGMA & TAG Shows, Las Vegas, NV
June 26-28, 2008: Sports Inc Show, St. Charles, MO
July 9-11, 2008: NBS Show, Reno, NV
August 1-2, 2008: ADA Show, Orlando, FL

Newsletter Special!

Receive 5% off any order placed before June 20, 2008. Please use promo code MAY08NEWS.