

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 Celebrates 20 Years in 2009 ★

A lot can happen in 20 years, just ask Anne Brown. Twenty years ago she was grading English papers at a local high school. Today she is the president of a thriving wholesale sporting goods company. However, her transition to the sporting goods industry was not a surprising one. Brown's love of the game of Volleyball brought her into contact with two fellow enthusiasts, Dan Evans and Mike Ryan. Armed with a solid business plan, two eager partners, and a little bit of luck, Tandem Sport was born.

Since its inception in 1989, Tandem Sport has flourished within the sporting goods industry distributing high quality sports medicine lines, volleyball accessories, and athletic equipment. With 50 independent sales representatives located throughout the country, the company's exposure has grown along with the product lines.

Tandem prides itself on personalized customer interaction and satisfaction. This philosophy has allowed for many unique business and personal relationships to prosper over the years. TJ Ciaravino of Worldwide Sport Supply has been working with Tandem for 6 years. "Their amazing customer service along with their continued desire to push the envelope with new and exciting products has allowed us to continuously grow our business with

Tandem. Anne (Brown) always comes to me to ask me what else I need to run and grow my business and you just don't get that type of service anymore in the sporting goods industry."

Lynne Johnson of the Volleysshop in Illinois also appreciates Tandem's customer service. "They are always very attentive and respond promptly to my needs. They stand behind their products 100%."

When asked about reaching the 20 year milestone, Brown reflected, "I am so proud of our accomplishments at Tandem Sport. I can't believe it's been twenty years since we first took the risk to start this business. I feel very fortunate to have such great partners and wonderful co-workers. Many people are to be commended for their contributions to the growth of the company."



Tandem Sport Owners, Mike Ryan, Anne Brown, and Dan Evans

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## 2009 Tandem Sport New Products

### Active Ankle

- ◆ AS1 Ankle Brace
- ◆ Power Lacer Ankle Brace
- ◆ Direct Kick Soccer Brace



### Swede-O

- ◆ Swede-O Thermoskin Heel-Rite
- ◆ Swede-O Thermoskin Short



### Pro-Tec

- ◆ Liquicell Blister Bands
- ◆ Ice Cold Therapy Wraps
- ◆ Roller Massager
- ◆ Foam Roller
- ◆ Eco Ice Bags



### Security Defense Spray

- ◆ Sabre Red



### Pocket Pump

- ◆ Pocket Pump with Gauge



### Tandem Sport

- ◆ Double-Sided Locking Ball Cage
- ◆ Rope Court Line in Orange
- ◆ Coaches' Jumbo Volleyball Clipboard
- ◆ Linesman Flags/Elite
- ◆ Officials' Starter Kit



## Product Profile: Pro-Tec Roller Massager



New from Pro-Tec — Roller Massager

Pro-Tec has already established itself as the #1 sports medicine manufacturer in specialty running. From knee sleeves to back supports, people look to Pro-Tec for injury relief and to keep them active. With so many people turning to massage therapy to reduce stress and improve circulation, Pro-Tec has joined in the race with the addition of the Roller Massager.

The Pro-Tec Roller Massager features unique rounded grip ends to provide precision trigger point release. Raised Vynaflex<sup>®</sup> sections sink into tissue to roll out tightness and stimulate blood flow. In addition, the Roller Massager is rigid allowing for a deeper massage with less effort.

Jeff Rodgers, president of Pro-Tec Athletics, is optimistic about the addition of the Roller Massager to the line. "We could not be more excited about our product launch for 2009. Our Roller Massager includes many benefits that current brands do not offer."

The Roller Massager comes with an instructional brochure that includes 20 massage and trigger point release techniques.

Roller Massager benefits include:

- **Deep tissue stimulation**
- **Expedited recovery**
- **Maximum muscle performance**
- **Increased flexibility**

## The Rep Report...updates from the road

**Innovation will be the name of the game in 2009. The slumping economy is affecting everyone, including the sporting goods market. Hear how a few Tandem reps are creating sales during these difficult times.**

- Make sure all dealer road salesmen have the Tandem Sport catalog and price list.
- Time does not always allow for a full product line presentation. Focus on the KEY items within each category when time does not permit a full presentation.

- Have a recommended product "start up" list available for new schools or organizations. This list can provide a buying guide for immediate and long term purchases.
- Be aware of regional events like health fairs, volleyball tournaments, or marathon expos. Team up with local dealers to display and sale Tandem products at these events.
- Leave something with each dealer. Create a sales packet with customized information (ex. recommended size allocations, product sales sheets).

- In between scheduled dealer appointments, be sure to remain in contact with the dealer. Email or call the buyer periodically to check in with them and make sure they do not need anything.

**Tandem Sport would like to thank Mark Cicotte and Danny Sutton for their contributions to this story.**

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*Congratulations to Bruce Cotterman of Satellite Sports Marketing. Bruce's chili placed first at a Super Bowl Chili Cook-off.*

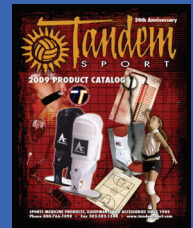
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### Event Calendar

**April 25-26, 2009:** AT&T Derby Festival Volleyball Classic, Louisville, KY  
**June 17-19, 2009:** TAG Show, St. Louis, MO  
**June 25-27, 2009:** Sports Inc. Show, Indianapolis, IN  
**July 7-9, 2009:** NBS Show, Kansas City, MO  
**July 18-19, 2009:** ADA Show, Schaumburg, IL



The 2009 catalog was mailed out in early January. For additional copies, please call 1-800-766-1098.