

"I use it every day. It's our primary resource for finding people, the first thing I open. The *SGI Directory* is the only book I use."

Joe White, President
Sports Group International

"It's a valuable tool for making and finding contacts. In an industry that changes as fast as this one, I get it every year."

Art Carver, CEO
Sourcing Resources

100% Money Back Satisfaction Guarantee

The #1 Resource for Sporting Goods Industry Customers and Contacts

Yes! Send me the 2012 SGI Directory

I understand that there's absolutely no risk—if I am not completely satisfied I may return the *SGI Directory* within 30 days for a full refund.

- Enclosed is my check payable to Sporting Goods Intelligence for the choices listed here, or my credit card info is below.
- Invoice me for the choices listed here. I understand my order will not be shipped until I send payment.

- The **2012 SGI Directory** \$297.00
Includes Book, PC Edition \$15.00 S&H =
and On-line Edition \$312.00 TOTAL
- Complete Database*** \$997.00
on CD-ROM Free Express Shipping
- Retailers Database*** \$797.00
on CD-ROM Free Express Shipping
- Vendors+Reps Database*** \$597.00
on CD-ROM Free Express Shipping
- The **2012 SGI Directory** +\$100.00
with any Database Order \$15.00 S&H

SGI Database on CD-ROM Format:
 MS Access dBase III ASCII-CSV

NOTES: Prices include U.S. sales taxes. All directory products MUST be paid for prior to shipment. Products on CD-ROM (marked with *) are not included in our 30-day money-back-guarantee; if database products are found to be non-functional within 30 days of purchase, replacement media will be provided at no charge. Checks must be in U.S. Dollars and drawn on a U.S. bank.

Please call for shipping charges outside U.S.A.

Name _____

Company _____

Address _____

City, State, Zip _____

Country _____

Phone _____ Fax _____

E-mail _____

Card Number _____
Card Type: Amex M/C Visa

Expires _____ Signature _____



Fast! Send this form to:
Sporting Goods Intelligence
442 Featherbed Lane
Glen Mills, PA 19342



Faster!!
Fax this form with your credit card info to us at:
(610) 459-4010



Fastest!!!
Call us with your credit card info:
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(610) 459-4040



Now!!!!
Order on our Web site:
www.sginews.com



41,000 industry executives, buyers and reps, all in one place.

- 1,200 brand new company listings
- More e-mail and web addresses than ever before
- Thousands of new and updated contact names
- New, 19th edition just updated

THE SGI DIRECTORY PC EDITION 2012

Instructions For Use:
1) Insert the CD into a Windows PC
2) Run SETUP.EXE
3) When prompted, enter the CD Key from the Directory Introduction letter

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The Entire Sporting Goods Industry in One Essential Source

6,000 Vendors

Who owns that brand? We've got the answers here. Look up top executives, functional managers and decision makers. Lists products, brands and licenses, too.

12,400 Retailers

Listings cover sporting goods retail stores, chains, buying groups, department stores, mass merchants and discounters. We tell you exactly what each store buys, whom to call, their annual sales and more.

Search by city, state, retailer name, or sales volume.

RETAILERS

PARAGON SPORTS

(Paragon Athletic Goods Corp.)
867 Broadway
New York, NY 10003-1279
Tel: (212) 255-8036
(800) 961-3030
Fax: (212) 929-1831
Email: customerservice@paragonsports.com
Web: www.paragonsports.com

STORE CLASSIFICATION:

Apparel Specialty
Athletic Footwear Specialty
Mail Order
Team store
E-commerce/on-line sales
Est Sales: \$30,000,000 - \$100,000,000

OFFICERS & BUYERS INCLUDE:

Sidney Blank (Co-President & Buyer - Golf Apparel)
Bruce Blank (Owner & CEO)
Jerry Blank (Controller)
Ira Rosh (Merchandise Director)
Anita Blank (Buyer - Ski Apparel)
Jeff Carroll (Buyer - Snowboard)
Kenny Gates (Buyer)
Chris Hawson (Buyer - Softgoods)
Burt Hollander (Buyer - Athletic Footwear)
Shamin Kahn (Buyer - Golf)
Joe Kirdahy (Buyer - Athletic Footwear, Running)
Jim Laros (Buyer - Sports Medicine)
Carlos Ortiz (Buyer - Footwear)
Dana Ross (Buyer - Apparel)

PRODUCT CATEGORIES INCLUDE:

Brand/Perf AP, Licenced AP, Ski & Rugged AP, Athletic FW, Rugged FW, Exercise EQ, Golf EQ, Sports Acces, Sports Medicine, Racquet EQ

VENDORS

UNDER ARMOUR ATHLETIC APPAREL

1020 Hull St
Baltimore, MD 21230-5356
Tel: (410) 468-2512
(888) 427-6687
Fax: (410) 468-2516
Email: info@underarmour.com
Web: www.underarmour.com

OFFICERS & MANAGERS INCLUDE:

Kevin Plank (President, CEO & COB)
Kip Fulks (COO)
Brad Dickson (CFO)
Wayne Marino (EVP)
Gene McCarthy (SVP Footwear)
Adam Peake (SVP Sales - Footwear, Apparel, Accessories)
Steve Battista (VP Marketing)
Mike Fafaul (VP Operations)
Chip Adams (Chief Performance Officer)
David Ayers (Senior Product Line Manager - Men's)
Anne Bonney (Senior Manager - Women's Marketing)
James Calo (Chief Supply Chain Officer)
Jody Giles (CIO)
Matt Mirchin (Interim - Head North American Wholesale Apparel)
Tony O'Neill (Dir European Sales)
Diane Pelkey (Dir Communications)
Scott Plank (Chief Administrative Officer)
John Rogers (Dir e-commerce)
Sean Sullivan (Dir Independent Sales)

BRANDS & PRODUCT NAMES INCLUDE:

Cold Gear, Heat Gear, Loose Gear, Turf Gear

PRODUCT CATEGORIES INCLUDE:

APPAREL - Compression Garments, Training Apparel, T-Shirts, Athletic Apparel;
FOOTWEAR - Cleats

1,100 Sales Reps

Track down the right sales talent to get your products into the market with listings of the top rep groups and hundreds of independents.

SALES REPS

GUINEY, R.J.

Mountain Source - Head Rep
2015 Lakeview Dr
Park City, UT 84060-7049
Tel: (435) 649-5566
Fax: (435) 649-5567
Email: rj@mountainsource.com
Web: www.mountainsource.com

SALES ASSOCIATES: 5

CATEGORIES REPRESENTED:
Brand/Perf AP, Ski & Rugged AP, Rugged FW, Outdoor EQ, Other Sports, Ski EQ, Snowboard EQ

STATES COVERED INCLUDE:
CO, ID, MT, NE, NM, UT, WY

PLUS:

2012 Trade Show Calendar Sporting goods shows and conferences worldwide, dates venues and contacts.

The SGI Directory is where you are:

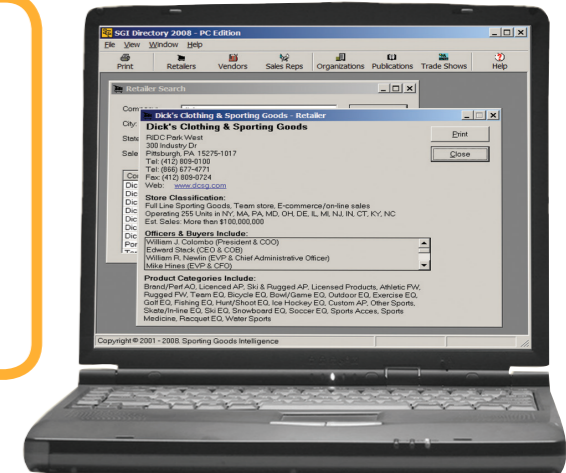
On your bookshelf... On your phone... On your PC...

SGI Directory Online is compatible with most smartphone browsers



Additional licenses for the **PC Edition** and **Online Access** are just \$20 per seat. Call or e-mail for a quote to equip your sales team!

SGI Directory PC Edition installs on your Windows PC



NOTE: For generating mailing lists or exporting data, you'll need the SGI Database.

"The laptop version is terrific when I'm traveling. I can find any contact in the industry just by clicking on the SGI icon on my computer."

Chris Considine, President
Wilson Sporting Goods

The SGI Database. Generate customized mailing and territory lists.

■ Find new customers

Select by product category, store type, sales volume and even by an individual buyer's title. We break out ten different responsibility areas for officers at suppliers, manufacturers and distribution companies.

■ Find the right contact

When you need to reach the marketing manager, you don't want to get the credit manager instead.

■ Need a sales rep? We've got those.

Generate lists of sales professionals who rep your product category in a vacant territory.

"Every department uses it. It's the only database that's constantly updated."

Brian McElroy
VP Sales & Marketing,
Dolphin Int'l Corp.



WE'VE GOT YOU COVERED:

- Branded & Performance Apparel
- Licensed Apparel
- Urban Apparel
- Sports Fashion Apparel
- Ski & Rugged Apparel
- Im-printed/ Embroidered Apparel
- Licensed Products
- Athletic Footwear
- Rugged Outdoor Footwear
- Team Athletics
- Bicycle
- Bowling, Billiards & Games
- Camping, Climbing & Hiking
- Cheer
- Exercise & Weight Training
- Golf
- Fishing
- Hunting, Shooting & Archery
- Ice Hockey & Skating
- In-line & Skate-boarding
- Institutional Team & Uniforms
- Ski
- Snowboard
- Soccer
- Lacrosse
- Sports Accessories
- Sports Medicine & Training
- Tennis/Racquet Sports
- Trophies & Awards
- Water Sports
- Other Sports & Games