



PRESS RELEASE - - - 1st FEBRUARY 2009 - - - PRESS RELEASE - - - 1st FEBRUARY 2009

Lacroix enhances its "Luxe Sport" brand with new and exceptional products.

Lacroix Luxe Sport is presenting its latest innovations at the Ipsos Winter exhibition, an experimental international sports exhibition, which is taking place in Munich from 1st February to 4th February 2009.

Lacroix, passionate about skiing.

Since 1967 Lacroix has been unrivalled at the high-end of the mountain sports sector. The Lacroix team, which consists of engineers, technicians, testers, sportsmen and designers, has given skiing a new meaning: more than just a sport, it has been classified as an art where elegance can only be equalled by performance.

From skis to luggage, from accessories to shoes, from the conception of an idea to the finishing touches; each Lacroix product bears the mark of originality and is stamped with an uncompromising passion for skiing and with a certain art of mountain living.

Lacroix leads the way with two new skis, a snowboard and a line of technically specified underwear.

The Ultime Black ski: technology and luxury.

Lacroix has centred its technical and artistic expertise around the creation of the Ultime Black; a great way to celebrate 10 years research into style and groundbreaking technology. The upper part of the ski is worked in a titanium and aluminium alloy improving the dynamics and making it more resistant to knocks and scratches. Most striking of all is its deep black hue which gives it an amazing finish.

The Ultime black is a technological but luxurious ski for energetic skiers and collectors of rare objects.

Recommended retail price: 8,000 euros (including LX Smartrack bindings).



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The Pearl ski: the ladies classic, restyled.

The Pearl is a classic component of the Lacroix range. This new version is an adaptation of the model aimed at women who ski for pleasure. Graced with a new shape, the Pearl 2009 is wider and more supportive, for comfort and security on all types of snow. With its fashionable ,more rounded tip and its elegant but simple colour scheme (pearly white with silver snowflakes), **it is everything a woman could want in terms of style and design.**

Recommended retail price: 900 euros (including LX Smartrack bindings).



The Snowcruiser snowboard: lacroix presents a top-of-the-range snowboard.

With **the Snowcruiser**, Lacroix Luxe Sport has signified the brand's return to snowboarding, in a market where Lacroix was a great success with the public in the 1990's, positioning itself at the top-end of the sport. Both **technical and sporty**, the Snowcruiser sets itself apart from traditional snowboards with its **quality construction and unique design.**

Advanced technology

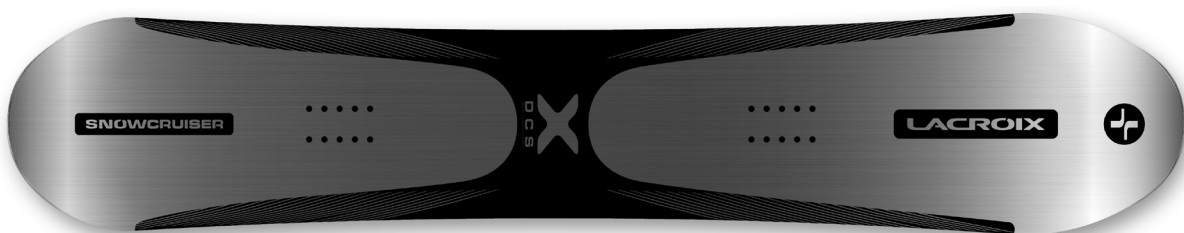
The Snowcruiser confirms the **brand's expertise** in terms of shape and the ride. Technologically speaking, it draws inspiration from the brand's experience in the world of skiing and offers a board that benefits from a fibro metal sandwich construction (titanal/woodcore/Kevlar/ carbon/titanal) with a cross-shaped torsion reinforcement (Density Cross System) to facilitate edge to edge transfers. In the snowboarding world, this unconventional construction makes the Snowcruiser a technical but sporty snowboard unrivalled on the market in terms of the quality of the ride and its ability to hold the edge on hard snow.

A high-end design for a snowboard

Benefiting from a design that completely sets it apart from the standard look, the Snowcruiser remains loyal to the brand's minimalist outlook on style.

From a design point of view, the Snowcruiser is the essence of Lacroix: elegant, with clean lines, it is subject to a double anodization (an electro-chemical treatment increasing the rigidity of the surface metal layer, therefore improving the dynamics).It also adds to the cross-shaped construction **combining aesthetics with the mechanics of the snowboard.**

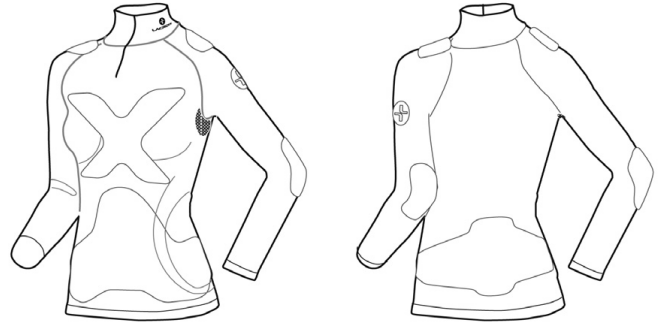
Recommended retail price : 1,490 euros (bindings not included).



LX Underwear: a line of technically specified underclothes for skiing and other outdoor activities.

Lacroix has launched a special line of underwear and socks devised specifically for skiers and those who practice outdoor activities. Made using the new polyester fibres Thermolite and Cool Max, the **LX Underwear** line meets the demands of alpine sports (it allows the circulation and retention of body heat, rapidly expels moisture from the body and is adapted to fit the contours of the body).

Fabricated using ultra-modern weaving procedures (seamless weaving), the LX Underwear line follows the human anatomy and blood flow giving optimum comfort.



Lacroix luxe Sport is also a line of accessories.

The rigorous, passionate and meticulous expertise for which Lacroix is known, is also found in its line of ski accessories comprising goggles, gloves, helmets and ski-pole covers. This prerequisite, which has made the brand famous, can be found in the choice of materials and the treatments used to protect them (Teflon, for example, which waterproofs leather gloves...), in the attention that is paid to the finishing touches and in the comfort that these accessories afford to skiers (the ski pole's ergonomic handles...).

LX Collection: elegance on a daily basis.

With its LX Collection, Lacroix has updated the principles of skiing, turning it into a way of life. The collection's shoes and leather goods can be worn as much in town as in a ski resort. Rucksacks, lap-top bags, briefcases, Snowboots, Cityboots...to name but a few of these sophisticated lines made from beautiful materials.

For the 2009-2010 season, Lacroix has enhanced its offering with 3 new products:

- The gentleman's glove can now be found in the ladies version (**available in black or white**).
- The ladies mitten is now available in **black**.
- The snow boots are available **without fur**, in black and white.