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ROSSIGNOL BROADENS BRAND AND PRODUCT PORTFOLIO THROUGH ACQUISITION OF FELT BICYCLES

World renowned brands, Felt Bicycles and Rossignol join forces to strengthen the iconic French brand strategy in the world of cycling

Irvine, Calif. >> Today **Rossignol Group**, one of the world's leading winter sports groups, has entered into a binding agreement to acquire **Felt Bicycles**.

Felt Bicycles is known globally for pushing the limits of technology. Felt designs and engineers its own proprietary branded premium quality bicycles, framesets, components and accessories, which are distributed directly or through its many global distribution partners. The company headquarters are located in Irvine, Calif., USA. Felt Bicycles is an internationally recognized brand whose bicycles and products are currently sold in over 30 countries, with more than \$60m of sales globally. Athletes on Felt products have won numerous national and international events including World Championships, Olympic gold medals, ESPN X-Games and other major world-stage competitions.

Bruno Cercley, CEO of Rossignol, declared: *"For 110 years, our success has been continuously built on innovation, racing and passion. From day one of our contacts with the Felt team, it became obvious we have great things to do together. Cycling is a very natural extension of Rossignol's business, given its overlap in participating geographies, consumers and distribution channels as well as complementarity in seasonality. I am truly excited to add the Felt brand and know-how to the Rossignol Group. Rossignol and Felt teams share the quest for developing the best products in the world for providing the best experiences to outdoor consumers, and we look forward to expand our cycling business together. While we will work at continuously strengthening the Felt brand globally, we will leverage our common expertise to launch a new range of Rossignol mountain bikes during 2018."*

Bill Duehring, President of Felt Bicycles, said: *"It's never been a better time to be part of the cycling industry with more people than ever riding bikes to achieve their personal best in competitive events, improving their health or simply spending time with their friends and family outdoors. Felt shareholders are confident that this move will accelerate the development of the brand in this growing bicycle world. I'm incredibly excited about Felt Bicycles and Rossignol joining together. If you look at both companies we have a long history of supporting athletes, learning from our athletes and putting this knowledge into designing great cutting edge products. With similar consumers and markets it's very exciting to think of the great things we can do together."*

DC Advisory acted as the financial advisor to Rossignol Group and B. Riley & Co, LLC acted as the financial advisor to Felt Bicycles in connection with the transaction. Closing of the transaction is subject to customary antitrust clearance and expected to happen within the next two months.

ROSSIGNOL Group: The Rossignol Group, headed by Bruno Cercley, designs, manufactures and markets a broad range of sliding winter sports equipment. The Group and its brands provide a continuous experience to consumers and accompany them in every moment of sporting effort and leisure, from high-level sports people to amateurs, from the mountains to the city, all year long. The global headquarters are located in the French Alps near Grenoble. The Group has 5 industrial sites located in Western Europe, including 3 in France (Sallanches, Nevers, Saint Etienne de Saint Geoirs, Artès and Montebelluna) and a US headquarter in Park City, Utah. Rossignol Group houses a portfolio of strong and complementary brands to Rossignol – the iconic brand for winter sports, Rossignol Apparel - the subsidiary of the Rossignol Group dedicated to ready-to-wear, Dynastar - the specialist ski brand, Lange - creating boots since 50 years, Look - the long-standing binding manufacturer, Time Sport - the iconic brand of cycling, Raidlight - for outdoor enthusiasts, Risport - the reference for ice-skating and Kerma - specialized in ski poles. The different brands have built their own identity and draw their inspiration from their mountainous environment.

Websites:

www.rossignol.com
www.dynastar.com
www.lange-boots.com
www.time-sport.com
www.raidlight.com

***Felt Bicycles:** Felt Racing began developing revolutionary racing bikes back in the 1980s, and today Felt Bicycles still remains an industry leader in cutting-edge design, engineering and technology. A proud supporter of world-class athletes like two-time and reigning Kona Triathlon World Champion Daniela Ryf, as well as two-time reigning Cyclocross World Champion Wout Van Aert, Felt Bicycles also outfits elite racing programs like the Veranda's Willems-Crelan, Holowesko-Citadel and Sho-Air TWENTY20 professional road cycling teams, Habitat and JB-Brunex professional mountain bike squads, and USA Women's Track Cycling. With a complete line of bicycles for all ages, experience levels and disciplines, Felt's longstanding mission has been, and always will be, to design, develop and deliver the best bicycles in the world.
Website: www.feltbicycles.com*

**For more information about Rossignol Group, please visit www.rossignol.com
For more information about Felt Bicycles, please visit www.feltbicycles.com**

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