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CLARUS

POC to Sponsor German UCI Continental Team Stölting

Partnership Continues POC's Move Into the Road Bike Scene

SALT LAKE CITY, Feb. 23, 2015 (GLOBE NEWSWIRE) -- Black Diamond, Inc. (Nasdaq:BDE) (the "Company" or "Black Diamond") subsidiary POC Sweden AB ("POC"), a leading manufacturer of snow and cycling helmets, apparel and accessories, announced its partnership with Team Stölting. POC will be the official helmet, eyewear and apparel sponsor for the Germany-based professional road cycling team.

Team Stölting will be using products from POC's award-winning AVIP collection for enhanced performance and maximum safety on the roads. AVIP stands for Attention, Visibility, Interaction and Protection and is POC's most ambitious initiative to date, promoting safety for road cyclists. The AVIP concept has been developed in Sweden in collaboration with some of the best minds in science, health and technology, and in November 2014, the concept was awarded a Design S Award – Sweden's national design award.

Commenting on the sponsorship of Team Stölting, POC Sports Marketing Manager Sara Laurell told Roadcycling.com: "We are excited to partner with Team Stölting and we are proud to have the team riding in the full POC AVIP kit, supporting our mission of doing the best we can to save lives and to reduce the consequences of accidents for cyclists. These athletes are not only top cyclists, they will also play an important role in our development process and we are looking forward to support them with the most optimal equipment in their quest to win."

Team Stölting will be competing in road races across Europe in 2015 and field a roster of fifteen cyclists, including U23 Junior World Champion Lennard Kämna (Time Trial) as well as German Cross and Road Champions like Silvio Herklotz and Ole Quast. The basic concept of Team Stölting is to offer high-end materials, the latest know-how and technologies at all levels to its athletes in order to improve their performance. Since the start of this year the team is also a member of the French "Mouvement Pour un Cyclisme Crédible," a union created to defend the idea of clean cycling.

"We're thrilled to work with such a great partner as POC to be able to develop and improve products together and to help our riders perform at their best," Jochen Hahn, CEO of Stölting Ruhr-Profi Radteam explained to Roadcycling.com.

The collaboration with Team Stölting is another interesting partnership for POC. In early 2014, POC announced a three-year partnership with Cannondale-Garmin Pro Cycling Team as well as an exclusive collaboration with Volvo Car Group.

About POC

POC Sweden AB was founded on a strong mission to seek to do everything possible to save lives and reduce the consequences of accidents for gravity sports athletes by developing and continually renewing what personal protection is all about. In many ways, POC believes it has set a new standard when it comes to technical solutions, construction, material combinations and engineering, with patented solutions to increase its athletes' degree of protection. POC's line of products includes helmets, body armor, goggles, eyewear, gloves and apparel. POC also has a retail store in Chamonix, France. For additional information, please visit www.POCsports.com.

About Black Diamond, Inc.

Black Diamond, Inc. is a global leader in designing, manufacturing and marketing innovative active outdoor performance equipment and apparel for climbing, mountaineering, backpacking, skiing, cycling and a wide range of other year-round outdoor recreation activities. The Company's principal brands, Black Diamond®, POC™ and PIEPS™, are iconic in the active outdoor, ski and cycling industries and linked intrinsically with the modern history of these sports. Black Diamond is synonymous with performance, innovation, durability and safety that the outdoor and action sport communities rely on and embrace in their active lifestyle. Headquartered in Salt Lake City at the base of the Wasatch Mountains, the Company's products are created and tested on some of the best alpine peaks, slopes, crags, roads and trails in the world. These close connections to the Black Diamond lifestyle enhance the authenticity of the Company's brands, inspire product innovation and strengthen customer loyalty. Black Diamond's products are sold in approximately 50 countries around the world. For additional information, please visit the Company's websites at www.blackdiamond-inc.com, www.blackdiamondequipment.com, www.pocsports.com or www.pieps.com.

Forward-Looking Statements

Please note that in this press release we may use words such as "appears," "anticipates," "believes," "plans," "expects," "intends," "future," and similar expressions which constitute forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are made based on our expectations and beliefs concerning future events impacting the Company and therefore involve a number of risks and uncertainties. We caution that forward-looking statements are not guarantees and that actual results could differ materially from those expressed or implied in the forward-looking statements. Potential risks and uncertainties that could cause the actual results of operations or financial condition of the Company to differ materially from those expressed or implied by forward-looking statements in this release include, but are not limited to, the overall level of consumer spending on our products; general economic conditions and other factors affecting consumer confidence; disruption and volatility in the global capital and credit markets; the financial strength of the Company's customers; the Company's ability to implement its growth strategy, including its ability to organically grow each of its historical product lines, its new apparel line and its recently acquired businesses; the Company's ability to successfully integrate and grow acquisitions; the Company's exposure to product liability or product warranty claims and other loss contingencies; stability of the Company's manufacturing facilities and foreign suppliers; the Company's ability to protect trademarks, patents and other intellectual property rights; fluctuations in the

price, availability and quality of raw materials and contracted products; foreign currency fluctuations; our ability to utilize our net operating loss carryforwards; and legal, regulatory, political and economic risks in international markets. More information on potential factors that could affect the Company's financial results is included from time to time in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. All forward-looking statements included in this press release are based upon information available to the Company as of the date of this press release, and speak only as of the date hereof. We assume no obligation to update any forward-looking statements to reflect events or circumstances after the date of this press release.

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