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**CLARUS**

## **Black Diamond Equipment's Magnetron Earns "Best of What's New" from Popular Science**

SALT LAKE CITY, Nov. 29, 2011 (GLOBE NEWSWIRE) -- Black Diamond, Inc. (Nasdaq:BDE) (the "Company" or "Black Diamond"), a leading global provider of outdoor recreation equipment and active lifestyle products, has been honored as a recipient of Popular Science magazine's *Best of What's New* 2011 award, presented annually to 100 products and technologies. Black Diamond Equipment's new patent-pending Magnetron™ technology, available on forthcoming Magnetron RockLock™ and Magnetron GridLock™ carabiners, was chosen to receive a *Best of What's New* award from Popular Science in the Recreation category.

"For 24 years, Popular Science has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what's possible in the future," said Mark Jannot, Editor-in-Chief of Popular Science. "The *Best of What's New* award is our magazine's top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields."

Each year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What's New — are awarded inclusion in the annual December issue of Popular Science, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Security, Home Tech, Health and Recreation.

While other locking carabiners rely solely on spring-based technology, Magnetron™ carabiners do not incorporate springs. Magnetron RockLock™ and Magnetron GridLock™ carabiners feature an innovative locking method: when the two locking arms are depressed and the gate is retracted, magnetic repulsion keeps the arms apart. Upon release, however, magnetic attraction between the two arms and a steel insert on the carabiner nose ensures a safe, automatic locking closure. This design allows for easy, single-handed symmetrical operation with the convenience and safety of an auto-locking carabiner.

"We are very honored to receive this accolade from Popular Science magazine," says Bill Belcourt, Black Diamond Equipment's Climbing Category Director. "With each new product, we aim to push the standards of design, ease-of-use and security, and our Magnetron™ technology does all three."

## About Black Diamond, Inc.

Black Diamond, Inc. is a global leader in the design, manufacturing and marketing of innovative active outdoor performance products for climbing, mountaineering, backpacking, skiing and other active outdoor recreation activities for a wide range of year-round use. The Company's principal brands, Black Diamond® and Gregory™, are iconic in the active outdoor industry and linked intrinsically with the modern history of these sports. Black Diamond is synonymous with performance, innovation, durability and safety that the climbing, mountaineering, skiing and backpacking 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, crags 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. The Company's products are sold by leading specialty retailers in the U.S. and 40 countries around the world. For additional information, please visit the Company's websites at [www.blackdiamond-inc.com](http://www.blackdiamond-inc.com), [www.blackdiamondequipment.com](http://www.blackdiamondequipment.com), or [www.gregorypacks.com](http://www.gregorypacks.com).

## Forward-Looking Statements

Certain statements included in this release are "forward-looking statements" within the meaning of the federal securities laws. 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; the Company's ability to successfully integrate and grow acquisitions; the Company's ability to maintain the strength and security of its information technology systems; stability of the Company's manufacturing facilities and foreign suppliers; the Company's ability to protect trademarks 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 release are based upon information available to the Company as of the date of this 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 release.

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