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CLARUS

Black Diamond Engages Liolios Group to Lead Investor Relations Program

SALT LAKE CITY, UT -- (MARKET WIRE) -- 03/31/11 -- Black Diamond, Inc. (NASDAQ: BDE), a leading provider of outdoor recreation equipment and active lifestyle products, has engaged Liolios Group to lead its investor relations and financial communications program.

"The integration of the Gregory Mountain Products and Black Diamond Equipment businesses is now nearly complete," said Peter Metcalf, CEO of Black Diamond. "We believe the combination of these leading brands, along with their superior technical, developmental and marketing capabilities, forms a unique platform to build, both organically and through acquisitions, a diversified global company in the outdoor equipment and active lifestyle markets.

"With this platform in place, it has now become important for a team of experienced IR professionals like Liolios Group to help us effectively communicate our story to the investment community. Liolios Group brings to us a proven track record of assisting emerging growth companies in building quality, long-term relationships with investors, analysts and institutions."

In collaboration with Black Diamond management, Liolios Group will refine and deliver the company's message for maximum resonance within the financial community. Liolios Group will also schedule a number of one-on-one conference calls, road shows and financial conferences, targeting key influencers such as analysts, fund managers and members of the financial press.

For additional information about Black Diamond, contact Liolios Group at 949-574-3860 or email info@liolios.com.

About Liolios Group, Inc.

Liolios Group, Inc. is a highly selective and comprehensive investor relations firm specializing in small and micro-cap companies. The firm aims to deliver superior performance in corporate messaging and positioning, investor awareness, analyst and financial press coverage, and capital attraction. Founded in 1996 in Newport Beach, California, Liolios Group partners each have more than 15 years experience in finance and investments, and represent clients in a wide range of industries, including consumer & retail, healthcare & bio-pharma, digital media & software, and technology. For more information about Liolios Group, please visit www.liolios.com.

About Black Diamond, Inc.

Black Diamond, Inc. (the "Company") is a leading provider of outdoor recreation equipment

and active lifestyle products. The Company's principal brands are Black Diamond® and Gregory®. The Company develops, manufactures and globally distributes a broad range of products including: rock-climbing equipment (such as carabiners, protection devices, harnesses, belay and devices, helmets and ice-climbing gear), technical backpacks and high-end day packs, tents, trekking poles, headlamps and lanterns, gloves and mittens, skis, ski bindings, ski boots, ski skins and avalanche safety equipment. Headquartered in Salt Lake City, Utah, the Company has more than 475 employees worldwide, with ISO 9001 manufacturing facilities both in Salt Lake City and Southeast China as well as a sewing plant in Calexico, California, distribution centers in Utah and Southeast China, a marketing office in Yokohama, Japan, and a fully owned sales, marketing and distribution operation for Europe, located near Basel, Switzerland. For more information about us and our brands, please visit www.blackdiamond-inc.com, www.blackdiamondequipment.com, and 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 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.

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