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**CLARUS**

## **Black Diamond Equipment Introduces Fall 2015 Collection -- Live. Ski. Repeat.**

*- Fall 2015 Showcases Innovations in Snow Safety, Skis, Ice Tools and Apparel -*

SALT LAKE CITY, Jan. 20, 2015 (GLOBE NEWSWIRE) -- Black Diamond Equipment, a global innovator in climbing, skiing and mountain sports equipment and apparel, and a wholly-owned subsidiary of Black Diamond, Inc. (Nasdaq:BDE), has introduced four product collections for men and women for the fall 2015 season.

To support the seasonal theme of backcountry ski life at retail and target appropriate user groups, apparel and equipment will be integrated in the following collections: Freeride, Ski Mountaineering, Tour and Alpinism.

"Backcountry skiing is a passion that shapes the bodies, minds and lives of an entire community," explains Niclas Bornling, vice president of marketing at Black Diamond Equipment. "At Black Diamond, we believe our gear can be a catalyst for the global family of backcountry skiers, from tram laps on the Aiguille du Midi in Chamonix to multi-week expeditions in Alaska. It's this dedication that will continue to fuel our approach to creating Black Diamond gear, along with using, designing, engineering and building equipment and apparel for those who live to ski."

Black Diamond's commitment to backcountry safety and avalanche response has driven innovations in technology and the evolution of existing tools. For fall 2015, Black Diamond will offer its second season of ski packs featuring JetForce™ Technology, the first avalanche airbag system to use electronically controlled jet-fan inflation.

Designed from the ground up to improve ease of use and performance over traditional compressed-gas-cylinder systems, JetForce Technology complements Black Diamond's existing collection of snow safety equipment that includes shovels, probes, snow saws and PIEPS™ avalanche transceivers. Additionally, Black Diamond Equipment will introduce the new AvaLung Element™, a removable AvaLung® unit designed to be compatible with its new line of Dawn Patrol® ski packs.

Ryan Guess, category director for snow safety products at Black Diamond Equipment, commented: "Every time you go into avalanche terrain, the tools you bring only help to stack the odds in your favor. No piece of equipment can replace good judgment but the JetForce system, when paired with education and experience, can create a critical margin of safety."

The Freeride Collection for fall 2015 will feature ski apparel, equipment and snow safety tools designed for riding the tram on a storm day or using the lift to slingshot into the side country. The collection will include new GORE-TEX® shells/pants and hybrid ski

jackets/pants that combine the protection of WINDSTOPPER® with strategically zoned panels of Schoeller® stretch-woven fabric. All of Black Diamond's GORE-TEX® freeride ski pants will be outfitted with the PIEPS Pocket™, a patent-pending solution designed to protect and hold all beacon shapes and sizes. Anchored to an integrated webbing waist belt, the PIEPS Pocket provides an innovative and quick-access alternative to the traditional chest harness that eliminates issues of comfort and access associated with layering garments and backpack straps over the beacon. In the ski category, the new Boundary series, offered in 100/107/115mm widths, feature rocker, traditional-camber and are extremely playful, versatile, stable and damp in a variety of conditions.

"Our new freeride ski apparel collection is the result of a multi-year, intensive design and development process," states Tara Latham, Black Diamond apparel design manager. "With the addition of this designated ski line in fall 2015, Black Diamond will offer a complete collection of apparel for both men and women for all the sports we serve."

Comprised of ultralight tools that employ Black Diamond's most advanced technology, the Ski Mountaineering Collection embodies the pinnacle of Black Diamond apparel and equipment. Guarded by athletic approaches and technical terrain, ski mountaineering descents require the tools and techniques of climbing, alpinism and skiing. The fall 2015 product array showcases alpine shells, bibs, pants and fleece from trusted industry partners GORE-TEX®, Schoeller® and Polartec®.

For days that are about the complete backcountry experience, Black Diamond Equipment's Touring Collection includes snow safety essentials, versatile apparel layers and skis engineered to be light on the climb and fun on the descent. Fall 2015 highlights include the new Dawn Patrol series ski packs and compatible/removable AvaLung Element. Additionally from the ski category, Black Diamond Equipment will introduce the Link™ series, offered in 90/95/105mm widths. The Link series features versatile, lightweight designs with a softer flex pattern that's ideal for backcountry touring.

Finally, Black Diamond Equipment's Alpinism Collection includes products that feature clean, streamlined designs stripped of excess and intended for efficient movement on rock, snow and ice. The Alpinism Collection embodies the true mountain roots of the brand. Products include the completely redesigned Viper™ ice tool, featuring a hydro-formed aluminum shaft from a single piece of aluminum for a lighter feel, superior swing and better handling. It also includes an adjustable FlickLock® pommel making it Black Diamond Equipment's all-around tool for mountain terrain. Complementing the Viper, and also new for fall 2015, the Snaggletooth™ crampon combines the precision of a monopoint with the stability and versatility of horizontal frontpoints. Kolin Powick, Black Diamond Equipment's category director for climbing equipment, said: "We believe it's the perfect crampon for technical alpine routes in the big mountains."

Black Diamond Equipment's fall 2015 collections will be on display at booth #6009 at the Outdoor Retailer Winter Market in Salt Lake City, Utah from January 21-24 and at booth #3350 at the SnowSports Industries America Snow Show in Denver, Colorado, from January 29-February 1.

"Our Fall 2015 collection reaffirms our commitment to innovation in backcountry skiing and related mountain sports," explains Tim Bantle, managing director of Black Diamond Equipment. "Our intimacy with these sports is reflected in the clean, functional design of the

products we create. 2015 is no exception."

### **About Black Diamond Equipment**

Black Diamond Equipment is a manufacturer of equipment and clothing for climbing, skiing and mountain sports. By consistently building innovative, standard-setting products and actively preserving the mountain/canyon environment, Black Diamond Equipment has assumed a leadership role in the international outdoor community. For more information on Black Diamond Equipment, visit [www.blackdiamondequipment.com](http://www.blackdiamondequipment.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](http://www.blackdiamond-inc.com), [www.blackdiamondequipment.com](http://www.blackdiamondequipment.com), [www.pocsports.com](http://www.pocsports.com) or [www.pieps.com](http://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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