

Wick's Ski and Sport wins Kästle's Best Dealer Award

October 19, 2010 (Wels, Austria) – [Wick's Ski and Sport](#) is the eastern U.S. territory's recipient of the 2010 Kästle Best Dealer Award. The awarded shop is recognized as a top North American retailer who showed distinction in sales, service, and overall retail experience during the 2009/2010-ski season.

Wick's, located in Exton, PA has exhibited exceptional commitment to the Kästle line in the two years they have been a dealer. Wick's is the nation's oldest family owned ski shop. Located in the heart of Chester County, PA Wick's provides a varied selection of Winter Sporting Goods. A family oriented shop specializing in seasonal equipment leasing, daily equipment rentals and equipment sales for all abilities of skiers and riders. Ever since Kästle's return in 2007, the company has grown exponentially across the world. Kästle currently has 21 store locations in the eastern U.S. and continues its North American expansion.

"On behalf of Kästle, I would like to congratulate Mark Beard and his staff with the 2010 Best Dealer Award," said Marc Sheehan, Kästle Eastern Territory Manager. " Wick's offers years of ski expertise and sales experience. The devoted and experienced staff members reflect the premium quality and standards that the Kästle brand has become synonymous with during its 86-year history. We feel Wick's knowledgeable sales team and shop atmosphere is a perfect match for Kästle products."

The 2010/2011 Kästle line is now available at Wick's and other selected retailers across North America and Europe, and can be viewed at <http://www.kaestle-ski.com>.

About Kästle Ltd.

In 2007, a small group of passionate Austrian skiers, designers and entrepreneurs re-launched the storied Kästle ski brand after almost 10 years of dormancy. With support from strategic partners and investors Cross Industries Inc., owners of KTM motorcycles, Kästle manufactures a limited line of high performance skis and ski apparel. The ski line offers choices from on-piste carving specialists to freeski mountaineering, as well as dedicated freeride models. Kästle is headquartered in the heart of the Austrian Alps. All skis are designed, tested and produced in Austria. Kästle skis are available at selected North American and European retailers. For more information, visit www.kaestle-ski.com.

