



PaceMaker Stix  
Grand Prairie, TX 75052

*"From A to Be"*

## NEWS RELEASE

**Media contact:**

Chuck Hirsch  
Director of Strategy  
O: 914-730-9292  
[Marketing@PaceMarkerStix.com](mailto:Marketing@PaceMarkerStix.com)

### **PaceMaker Stix™ Expedition Trekking Poles Achieve #1 Ranking on Amazon.com**

#### **Top Selling Trekking Pole Product Demonstrates Impressive Sales and Growth in 1st Half 2015**

NEW YORK, NY--(June 22, 2015) - PaceMaker Stix, a customer-focused Walking Equipment & Accessories Manufacturer, e-Retailer and "Lifestyle Evolution" company, received important news this month from Amazon.com. Sales of the company's Expedition Trekking Poles reached the #1 ranking in sales for all trekking poles sold on Amazon.com's combined e-commerce platforms, in late May. While these rankings fluctuate on a daily basis, it was the first time that a PaceMaker Stix product had outsold all other comparable products in the company's 11 year history.

Known for offering the best value in walking and hiking poles, the US-headquartered company has been aggressively marketing their walking, hiking, trekking and Nordic walking products for over a year now, and continues to offer new product choices and upgraded features and "extras" for the company's existing product lines.

"We are very proud of the results that we have received, recently for Expedition, as well as our overall sales growth," commented Wes Wittman, VP of Customer Care. "It's a great product; Amazon shoppers are showing everyone that they think that it's a highly competitive, top quality offering at a very affordable price point. We continue to see the results of our evolved marketing and messaging efforts and look forward to bigger and better things in 2015."

### **About PaceMaker Stix**

In 2008, PaceMaker Stix was founded for a number of reasons:

- To broaden the appeal and popularity of Walking or Hiking Poles in the US; the sport has a much wider recognition and has been practiced in Europe since the 1930's; 14+ million people enjoy walking and hiking with poles worldwide
- To offer consumers Walking, Hiking and Trekking pole products and accessories with both superior quality and value--"affordable, every day quality and craftsmanship"
- Give people of all ages a way to exercise and be healthier on their terms--Pole Walking is inclusionary and evolutionary in our opinion, not an elitist or "uber athlete" type of sport or activity

The company is privately held, with headquarters in Grand Prairie, TX and manufacturing operations around the world.