



PaceMaker Stix
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"From A to Be"

NEWS RELEASE

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PaceMaker Stix Moves briskly into 2014

US-based Walking, Trekking and Hiking Pole Innovator Launches New Web Site and Marketing effort in 2014

New York, NY, April 16, 2014 – after five years of great success, PaceMaker Stix is moving quickly regarding its business and marketing plans in 2014. Plans include a new, more attractive and customer friendly web site, launched a week ago, new customer loyalty and engagement programs, and new product introductions and improvements planned throughout the year.

"We've had wonderful organic growth and great success over the past 10 years," commented Wes Wittman, Director of Customer Service and Order Fulfillment. "We intend to build on our reputation for the highest quality, overall value and customer service in the industry, and take our company to the next level in 2014."

The new web site, located at PaceMakerStix.com, debuts new, more detailed product imagery and descriptive content for the company's Walking, Trekking and Nordic Walking Poles and Specialty Poles, and Pole accessories, such as replacement pole tips and baskets for different types of terrain and weather conditions. There is also a fully developed News/Press area, showcasing PaceMaker Stix's awards, mentions and customer testimonials.

The company is also launching a more extensive marketing and engagement effort in 2014, and will be introducing more attractive and modern looking additions to its existing product lines. "We want US consumers interested in enjoying walking and hiking to buy from a US-based company, and feel as if they are getting the best products at the best value possible" added Mr. Wittman.

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
- 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 an inclusionary, 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.