



PaceMaker Stix
Grand Prairie, TX 75052

"From A to Be"

NEWS RELEASE

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PaceMaker Stix™ Upgrades Design of Highly Rated Product Lines

"Best Value" in Walking Poles and Accessories Launches Improved Product Design and Customer Care Materials

NEW YORK, NY--(Sept 15, 2014) - PaceMaker Stix, a customer-focused Walking Equipment & Accessories Manufacturer, e-Retailer and "Lifestyle Evolution" company, has dramatically improved the look of its existing product lines, and added important new usage information for customers.

Primary objectives of the revamping program were 1) to provide consumers with more attractive looking product options, on par or superior to those of top competitors 2) brand the product lines more strongly, and 3) include more (and better conceived) customer care and product usage information with each purchase.

"We have worked hard to create an integrated brand identity, that better exemplified our high quality/high value positioning in the marketplace," noted Wes Wittman, VP of Customer Care. ""Our products are exceptional, in terms of customer affordability and value, relative to other major brands. Now, they look fantastic as well, and we have strongly upped the ante, in terms of a great looking product offering for both existing and new customers. When you look at one of our pole products, you will love what you see, love the price tag even more, and know that it's from PaceMaker Stix. Essentially, we offer everything that the bigger brand names do, except for their costly price tags."

The company plans on building on these design improvements, by adding new SKU's and product lines, as well as incorporating new and innovative features to existing product lines, in the coming months. Additionally, all 2014 products are now available on the company's web site (www.PaceMakerStix.com) and Amazon.com at attractive discounts.

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.