

Bernard Mariette Becomes President-CEO of Canadian Apparel Powerhouse Coalition, Owner of Orage et Lole brands



Press Release

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MONTREAL, Aug. 26 /CNW/ - Bernard Mariette, partners with the founders of the Orage and Lole brands and with private equity fund Kilmer Capital Partners and is appointed President and CEO of Coalition Inc.

Coalition Inc., a company founded in 1989 in Montréal (Canada) by Evelyn Trempe and Eric D'Anjou, currently generates most of its revenue in North America through the selling of its sportswear brands Orage and Lole to highly active consumers looking for modern and original styling:

- Orage has been redefining skiing and free lifestyle riding for 20 years and is a cult brand for those who live to ski and for mountain sports, from Whistler to Laax or New York City.
- Lole is designed for women who make the most of every moment and who are looking for stylish and technical apparel, both for sports and to "Live Out Loud Every day".

With his track-record at Timberland and the incredible success-story of Quiksilver, Bernard Mariette has now chosen Coalition to pursue new challenges.

"I first joined Coalition as a director, accepting the invitation of Eric D'Anjou and Kilmer Capital, the private equity fund that is investing in Coalition's future growth. In addition to sharing identical values with the co-founders Eric, Evelyn and Jean-Pierre Ferrandez, Executive Vice-President of Orage, I soon realized that the Coalition brands, the quality of their products, the fresh spirit of their team, and Kilmer's vision and support would allow us to develop something very strong and compelling.

Thus, I accepted an operational role to accelerate the company's growth in North America and to further establish its brands in the rest of the world."

About Coalition:

Born from the fusion of the words "coalition" and "collision", Coalition perfectly reflects the essence of our company: a strong coalition of souls that comes from the healthy collision of ideas. Coalition owns and manages the ORAGE and LOLE brands, distributed through more than 2500 retailers across Canada, the United States, Europe and Asia.

<http://www.coalition.com>