

News:

Norrøna relaunches www.norrøna.no

Oslo (March 22, 2011): Norrøna launches new website.

- Norrøna Sport AS experiences strong growth, and we wish to make more information readily available for our customers and followers in Norway and abroad, says Jørgen Jørgensen, owner and managing director of Norrøna.

The new site includes more information on Norrøna's different products and collections, in addition to photos and text that is both inspiring and entertaining for our readers.

- We look forward to giving our followers a greater opportunity to be part of our world through an enhanced access to photos, videos, blogs and community solutions. Further, we wish to encourage dialogue and feedback, thus letting users take part in Norrøna's development through the Internet, says Jørgensen.

Norrøna's new web site has three main sections: **Products**, **Stores**, and **Magazine**. This makes for an easier and more intuitive navigation experience.

- In the Magazine section we will offer exclusive web reports, behind the scenes material from Norrøna Magazine's trips, as well as digital editions of earlier magazines, says Jørgensen.

Norrøna experienced a record-breaking turnover in 2010, and the prospects for 2011 are good. These days, the Norwegian-based producer of Outdoor equipment presents a range of news for the summer, including new products in the **falketind** collection (lightweight mountaineering) and **/29** collections (active lifestyle).

In addition, Norrøna launches the fifth edition of the international Outdoor publication **Norrøna Magazine**. A web edition with all 124 pages can be read at www.norrøna.no



falketind

Lightweight mountaineering

NEW



falketind
Gore-Tex Pro
Shell Jacket (M)

NEW



falketind
Gore-Tex Pro
Shell Jacket (W)

NEW



falketind dri3
Jacket (M)

NEW



falketind dri3
Jacket (W)

NEW



falketind flex1
Jacket (M)

NEW



falketind flex1
Jacket (W)

NEW



falketind warm1
Jacket (M)

NEW



falketind warm1
Jacket (W)

NEW



falketind
Gore-Tex Pro
Shell Pants (M)

NEW



falketind
Gore-Tex Pro
Shell Pants (W)

NEW



falketind dri3
Pants (M)

NEW



falketind dri3
Pants (W)

NEW



falketind flex1
Pants (M)

NEW



falketind flex1
Pants (W)



falketind Pack
35L



falketind Pack
45L

Facsimile of Norrøna`s new website

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Visit: www.norrøna.com

Notes to the Editor

Established in 1929 by Jørgen Jørgensen, a Norwegian outdoor enthusiast, **Norrøna** is a family-owned and family-run company based in Oslo. Inspired by Norway's rugged landscape and outdoor life, **Norrøna** creates original, technically superior, performance-driven outdoor wear for mountaineering, telemark and ski. Technical clothing, backpacks and accessories are built with test team feedback, with focus on fabric development and product innovation. **Norrøna's**

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*design philosophy is based on Loaded Minimalism – utilitarian function combined with minimalist style. **Norrøna** holds a history of pioneering 'firsts', including creating the original mountain tunnel tent (1972); designing the standard monitoring system for backpacks (1979); and heralding the use of Gore-Tex® in Europe (1977).*

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