



For immediate release

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Contact Michael Krinsky, 603-355-3700

Manzi to Direct Sales and Marketing at The Mountain Corporation

Michael Krinsky, President of The Mountain Corporation, Keene, NH, has announced the promotion of Colleen Manzi to the position of Director, Sales & Marketing. "I am very happy to announce that Colleen Manzi has accepted a new role in our sales and marketing team. Being able to offer this new opportunity to someone internally will allow us to quickly ramp-up our new sales and marketing initiatives", said Krinsky.

The Mountain is the leader in the design and manufacture of high-quality graphic t-shirts and sweatshirts. The company creates the designs it offers, with a team of extremely talented designers and artists. They sell their products primarily through wholesale channels, and have recently launched a highly successful retail web site through which they sell direct to consumers. The Mountain's products are shipped to over 30 countries. Their customers range from local independent retailer outlets to big box retailers, and everything in between. All production is conducted at its facilities in Keene and Marlborough, NH.

Manzi, who has been with the company for 16 years, will be focusing her efforts on expanding the company's core business and capturing many new opportunities that are on the horizon. "I am very excited about the future of the company", stated Manzi. "The demand for our products continues to increase and we find ourselves at a point of having to build out our sales and marketing team to meet the challenges of satisfying customer demand."

Over the next several months The Mountain will be releasing new body styles, new delivery programs, and launching new lines of artwork. Manzi continued, "I look forward

to taking on this new role, and to continue to grow The Mountain brand. Our products are amazing! And people are starting to realize that. With the extensive selection we have now, and the many exciting new programs we have on the horizon, I truly believe the sky is the limit. We literally have something for everyone!”

For more information about The Mountain and its products call 603-355-3700, or go to www.themountain.com.

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