



FOR IMMEDIATE RELEASE

Lanctôt to Distribute Wilson Inflatable

Montreal, June 03, 2024 - Wilson Sporting Goods Co has signed a multi-year distribution agreement with Lanctôt Ltd. (Lanctôt) for Wilson Inflatable in the Canadian with a specific group of retailers.

Effective immediately, **Lanctôt** will take over the distribution from Amer Sports Canada and will have stock available to ship immediately. All outstanding pre-season orders will be transferred to Lanctôt and shipped from its Eastern Distribution center located in Montreal.

Lanctôt's Team Sports Division has been distributing **Wilson Diamond sport** to Canadian Dealers since 2017, the addition of the inflatable category is a natural fit.

"Combining these iconic brands to our Team sports division will provide us with a solid leadership position in the market, allowing us to offer a one-stop-shop with increased level of service to our dealers." said Diane Lanctôt President of Lanctôt.

Frank Henry, Director of Lanctôt's Team Sports Division added "I am very excited about this new agreement, Wilson, is one of the biggest players in the world and the addition of Wilson Inflatables to our portfolio will be a game changer. Our entire Sales, Marketing and Brand Management team share a common passion for sport and, we are all thrilled to add these leading world class products to our program".

"We see **Lanctôt** has the perfect fit to grow our inflatable business in Canada" said Mike O'Connell, VP Sales Wilson Sporting Goods Co.

Other brands currently represented under the Lanctot Team sport Division include Wilson baseball, LS Slugger, DeMarini, EvoShield and Atec Sports.

About Lanctôt Ltée (www.rlanctot.com): Since 1953 Lanctôt Ltée has been a Canadian based, family-run business that specializes in the distribution and production of premium sporting goods, apparel, and eyewear.

About Wilson www.wilson.com: Chicago-based Wilson Sporting Goods Co., a subsidiary of Amer Sports Corporation, is one of the world's leading manufacturers of high-performance sports equipment, apparel, bags, and accessories. The Company invents, designs and partners to create consumer-driven, best-in-class products that push sports equipment into new territories. Contact: **Richard Geddes**, Associate Global Commercial Director, rick.geddes@wilson.com

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