



Teva partners Go-Where, the Mountain Bike and Cycling Adventure Tour Specialists.

Teva teams up with Go-where to offer a demo fleet to holiday-makers in search of adventure

Adventure shoe brand Teva ® (a division of Deckers Outdoor Corporation, NASDAQGS: DECK) has partnered with one of the leading guide and tour operators for mountain biking and cycling trips in Scotland, Go-Where.co.uk. Teva will be providing a demo pool of shoes which can be used by customers, whilst Go-Where's team will be kitted out in Teva's freestyle bike shoe, the Links.

Go-Where is a small company with a big passion for mountain biking in Scotland. As mountain bike adventure experts, they provide a full range of support from fully-inclusive to self-guided all mountain tours, island hopping adventures and singletrack point-to-point epics. As part of this exciting new partnership, Teva will work directly with Go-Where guides to gain valuable feedback on its products as well as create a demo platform for the shoes so that consumers can try the product in its natural environment. Andy McKenna, owner of Go-Where, commented, "Teva is a perfect fit because they've developed a shoe for our kind of riding, and we're really excited about using, testing and sharing Teva's shoes with our clients in the most rugged terrain in the UK. To have Teva on board with us in 2012 brings a whole new dimension to the journey!"

Luke Schryver, Teva UK's Marketing Manager, explained, "Go-Where embodies the brand's ethos of Living Better Stories by helping people to explore the outdoors by bike. To have our shoes worn and endorsed by professional guides is key and we are extremely excited to have Go-where working as ambassadors. The demo programme also gives us a unique opportunity to let increasingly value-oriented consumers experience the brand."

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Teva is a division of California-based Decker Outdoor Corp., and adventure and water have always been at the heart of the Teva proposition. Indeed, the Teva brand was born upon the choppy course of the Colorado River in 1984 when the difficulty experienced by a Grand Canyon river guide when negotiating watery terrain inspired him to revolutionize the footwear industry by the creation of the world's first sports sandal.

In the 26 years since that first bold step into the Grand Canyon, Teva has put a huge amount of effort, experience and expertise into developing products that inspire the concept of inner adventure and provide wearers with the technology they require to fulfill their chosen adventures.