**NEWS** Contact: Elizabeth Carey For Immediate Release 970-963-4873 ext. 207

elizabeth.carey@backbonemedia.net

**Smartwool Launches Industry’s Retail Associate “Insider” App**

**STEAMBOAT SPRINGS, Colo. (June 24, 2016) —** Smartwool recently debuted its new Smartwool Insider app, an innovative tool for retailer partners. The Smartwool Insider Program is designed to strengthen the brand’s personal relationships with wholesale retail associates via a mobile native app that features engaging Insider specific content and program exclusive rewards.

“Our Insider app showcases products and culture in order to better connect with retail associates,” said Dane Howell, Smartwool vice president of US Wholesale Sales and Marketing. “We know that one associate can make a huge impact. Insiders boost brand awareness, support wholesale partners and drive demand and sell-through—they are critical to success and we knew we could connect in a better, more meaningful way with them.”

The Smartwool Insider app takes an education-through-entertainment approach. It informs gear-savvy, information-hungry sales associates with regularly refreshed videos, product insights, and news stories. It provides a rewards-based, intimate learning experience and the ability to communicate directly with Smartwool employees, participate in challenges and contests. The more an associate interacts with the app, the more exclusive Smartwool Insider gear he or she will earn.

The app is powered by [hubEngage](http://www.hubengage.com/)TM and access to the program is by invite only a unique code provided by Smartwool sales reps and Field Service Clinic during clinics. Codes can also be requested via email at [InsiderSupportTeam@vfc.com](mailto:InsiderSupportTeam@vfc.com).

**About SmartWool**

Based in Steamboat Springs, Colo., Smartwool is a 22-year-old apparel brand whose products are inspired by living and playing in the mountains. All Smartwool® products come with a 100% Satisfaction Guarantee and are created to get the most out of the inherent benefits of Merino wool. For information on the full range of Smartwool products or to find a dealer near you, please log onto [www.Smartwool.com](http://www.smartwool.com/). Smartwool, a division of VF Outdoor,LLC, is a brand of VF Corporation. For event and company updates visit us on Facebook <http://www.facebook.com/smartwool> or Twitter <https://twitter.com/Smartwool>.

###