



PRESS RELEASE
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Triple Flip Becomes Title Sponsor of Wild Rose International Women's Gymnastics Invitational Triple Flip "a Perfect Fit" for Premier Western Canadian Gymnastics Competition

FOR IMMEDIATE RELEASE

CALGARY, ALBERTA--(Marketwire - March 4, 2010) - Triple Flip, Canada's leading activewear retailer for preteen girls, inked a three-year title sponsorship deal with Wild Rose Gymnastics Invitational Association, in effect now through 2012, leading up to the Summer Olympic Games. More than 500 female gymnasts are expected to compete at the Triple Flip Wild Rose International Women's Gymnastics Invitational in Edmonton, joining past and future Olympians in the same arena April 2 to 4, 2010.

"Wild Rose Gymnastics is unique in its inclusive approach to providing girls of all ages with opportunities to gain international competitive experience right here in Canada. We quickly saw the shared values between our brand and the Wild Rose Association in terms of empowering girls to aspire to and achieve high standards for themselves," said Linda Maslechko, President and Co-Founder, Triple Flip.

"Triple Flip's participation as the title sponsor is very exciting for us, as we see them as a perfect fit to represent Canadian female gymnasts. They are a dynamic, fun brand for active girls, and what better name for a gymnastics competition than Triple Flip?" said Michel Arsenault, Vice-President, Wild Rose Gymnastics Invitational Association.

As title sponsor, Triple Flip will see its name and logo on all marketing and event-related materials and as Official Event Supplier, will host an on-site pop-up store selling Triple Flip and official event activewear and accessories, in support of the event. Triple Flip Team, will also be represented at the event with a Teamwear display. Triple Flip Team currently outfits more than 150 teams across Canada with 100 per cent made-in-Canada attire.

Providing activewear made from the highest technical performance fabrics in stylish comfortable cuts that easily transition from school to sports, Triple Flip encourages girls to lead healthy active lifestyles.

The Triple Flip Wild Rose International Gymnastics Invitational is scheduled for April 2 to April 4, 2010 in Edmonton's Expo Centre at Northlands. It is the only event of its kind in Western Canada that gives female gymnasts at all levels, from ages 6 and up, the opportunity to share the floor with elite athletes from around the world.

About Triple Flip:

Triple Flip is a Canadian retailer featuring high-quality, fashionable clothing and accessories for active and stylish preteen girls. The unique concept was developed and co-founded by Linda Maslechko and Mona Rae Peterson, and utilizes Canadian manufacturing for the majority of its branded line of clothing. The flagship store opened in Calgary in October 2005, followed by Saskatoon in March 2008, and the first Edmonton store in November 2008. In 2009, a second Edmonton store was opened at West Edmonton Mall, and the first Ontario store opened in November 2009 in Oakville. Maslechko and Peterson were named an Ernst & Young Entrepreneur of the Year in 2009 for this successful retail concept. The brand was featured in LG Fashion Week in Toronto in October 2009.

Website: www.tripleflip.ca

About Wild Rose Gymnastics Invitational Association

The Wild Rose Gymnastics Invitational Association is based out of Edmonton, Alberta and is a duly registered non-profit organization registered under the Alberta Societies Act. Its sole purpose is to help in the development of Canadian elite female gymnasts towards competing at an international level. It is a duly registered member of the Alberta Gymnastics Federation and of Gymnastics Canada Gymnastique.

Website: www.wildrosegymnastics.com.