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## **Team Firststar Signs New VP Sales**

Industry veteran Michael Topliss to lead North America expansion

Vancouver, BC (September 16, 2009) – Firststar has added marquee player Michael Topliss to its executive roster. As Firststar's new VP Sales, Michael will directly oversee sales operations and help drive the company's expansion into the US.

Michael has a lifetime of experience in the sports arena, including sales, marketing and product development for companies such as Marmot, Oakley, Descente, Salomon, Adidas, New Balance and Stormtech.

"This is a major coup for us," said Firststar CEO Keith Gracey. "Michael's leadership ability and strong industry connections will certainly accelerate our growth as an international player in sports apparel."

A former director of the Canadian Sporting Goods Association, Michael knows what it takes to win with athletes. "Athletes demand durability and breathability, and that's precisely what sets Firststar's CoolSkin products apart," said Michael. "I'm also excited to see more hockey moms and athletic organizations recognize that even kids need uniforms that breathe better." Forty percent of Firststar's sales are now to athletes under 18.

### **About Firststar**

BC-based Firststar Sports Inc. designs, manufactures and distributes technically advanced performance products for athletes and those serving in tactical positions (Police, Fire, Military, Search & Rescue, etc.). Firststar's line of CoolSkin apparel uses MST™ (Moisture-System-Transference) technology, which wicks up to 40% more moisture away from the body over other leading brands. The company's BACT OUT™ antibacterial treatment makes Firststar products the most effective in heat, moisture and odour dissipating performance wear.

Select your favourite colour and style of performance apparel at [www.firststar.ca](http://www.firststar.ca) and UP YOUR GAME™ to the next level.

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