

Contact: Debra Wachter  
Tel: (253) 520-6324  
Email: [dwachter@diadoraamerica.com](mailto:dwachter@diadoraamerica.com)

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### **Golden Viking Sports Acquires Diadora Soccer License For U.S.**

**Kent, WA – Nov. 2, 2009** – Since 1983, Diadora has earned a reputation for providing the U.S. soccer market with high-quality footwear, apparel and gear, as well as superior service. With the recent sale of Italy-based Diadora S.p.A. to Italian holding company LIR, the Diadora brand continues this tradition of excellence in America through its new U.S. licensee, Golden Viking Sports LLC, based in Kent, WA.

As the new Diadora licensee for soccer products in the U.S., Golden Viking Sports is taking over where Diadora America (a former Diadora S.p.A. subsidiary) left off, and is committed to providing a smooth transition to its customers in the American soccer market. Golden Viking Sports is owned and headed by President William Nuttall, who previously served as President of Diadora America, Inc. In addition, Diadora America's former management team and sales force are remaining in place, further ensuring prompt, uninterrupted service.

"We want everyone to know that the Diadora brand is in business in the U.S. with the original management team," says Nuttall. "We're focused, excited, and this will be a seamless transition for our customers."

Going forward, Golden Viking Sports will focus on soccer specialty stores, full-line team dealers and general sporting goods retailers, and will retain an online presence. The company will also continue to work with club and college teams and will provide promotional and marketing initiatives and in-store support.

"This is a great opportunity for Diadora in America," states Nuttall. "It is the best possible situation for our management team and for the U.S. soccer market, and our focus on the business will continue seamlessly into 2010."

***Golden Viking Sports, LLC is the official U.S. licensee of Diadora footwear, apparel and accessories for soccer. Based in Kent, WA, the company is proud to continue the Diadora brand's 26-year tradition of providing superior products and services to the American soccer market.***

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