

APPOINTMENT OF LAFUMA MALAYSIA AMBASSADORS

28 April 2008 – YellowStone Sdn Bhd appoint its official ambassadors for Lafuma brand in Malaysia. Three ambassadors have been appointed to the brand and they are our Malaysian military personnel with good past records in triathlon, Mr. Ahmad Joyo, Mr. Sangup Richard and Mr. Mohamad Allie Helmy. All of them representing Lafuma Malaysia for the “Lafuma Active Category” ambassadors.

Mr. Ahmad Joyo aged 39, the coach and captain of the Lafuma Malaysia Active Team. Joyo represented the Malaysia Military Triathlon Team in most of the military sport games and races. Joyo has been participating in a lot of endurance races such as Ironman Langkawi Malaysia Triathlon 2004 & 2007, Malakoff Malaysia Duathlon Series 2005, Pueh Outdoor Challenge 2005, Stong Eco Challenge 2007 and many more. He has been featured as Ironman of the military since his active involvement and astounding performance in most of the races.



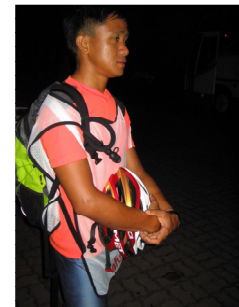
Ahmad Joyo



Sangup Richard

Mr Sangup Richard aged 26 is the rising star for in the Lafuma Active Team. Sangup has participated in a lot of races such as Malakoff Powerman Malaysia 2005, Johor Park Ledang International Climbathon Challenge 2005, Subic Bay International Triathlon 2005, Duathlon UM-NFC 2007, National Park Eco-Challenge 2007, KL Towerthon 2008, Ironman Malaysia 2008 and etc. He has been in the top 5 placing in most of the races he participated.

Mr Mohamad Allie Helmy, aged 27 is a newcomer in the international triathlon arena. However, he has been involved in triathlon representing his army battalion in the most army races since 2004. Helmy heavy involvement in the army races has granted him “Army Ironman of the year” title in 2006. Helmy also participated in other races such as Lenggong Challenge 2005, Ironman Langkawi 2008 and etc.



Helmy

YellowStone Sdn Bhd (www.lafuma.com.my) was incorporated in May 2007 and is an exclusive distributor and retailer of Outdoor Clothing and Equipment for Lafuma brand of products in Malaysia. YellowStone has a huge selection of Lafuma Backpacks, Tents, Sleeping Bags, Walking Poles and Luggage; and many more Travel, Camping, Climbing and Outdoor accessories.

The Lafuma Group is an outdoor brand leader in France since 1930 with quality brands including Le Chameau, Ober, Lafuma, Oxbow and Millet. It is listed in the France stock exchange and distributes to more than 40 countries around the world spanning from Europe, Middle East, Americas, Asia and Oceania.