

Robert Marcovitch
President
K2 Sports

Background:

Beginning in January, 2003, Robert Marcovitch has served as President of K2 Sports, located on Vashon Island, Washington. K2's sporting goods and recreational products include brands such as K2 alpine and telemark skis; K2 snowboards and K2 in-line skates; Ride, Morrow, and 5150 snowboards; Madshus nordic skis; and Tubbs and Atlas snowshoes. In the winter sports arena, K2 Sports is a market leader in every major on-snow discipline.

With offices in Canada, Germany, Norway, Japan, and manufacturing divisions in China and Korea, Marcovitch spends a great deal of his time traveling, but manages to maintain in contact with over 200 employees at K2's worldwide headquarters on Vashon. During the last three years as President of K2 Sports, Marcovitch has broadened the company's business horizons. He has firmly established K2's portfolio as an international market leader in sports equipment through direct sales and licensing.

From November, 1999 to January, 2003, Marcovitch served as President of K2 Corporation of Canada.

Prior to joining K2, Marcovitch served as President and Chief Executive Officer of Ride, Inc., a designer, manufacturer and distributor of snowboard products and accessories. Marcovitch also was appointed to the Board of Directors, and was instrumental in the acquisition of Ride by K2 Inc. in October, 1999.