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## **BERETTA HOLDING ACQUIRES STAKE IN CALZATURIFICIO ZAMBERLAN SRL, ANNOUNCES PRODUCTION AND DEVELOPMENT AGREEMENT**

(SOLANA BEACH, CA – December 23, 2016) – Beretta Holding of Gardone Val Trompia (BS), Italy has acquired a 40% stake in Zamberlan USA's parent company Calzaturificio Zamberlan Srl of Torrebelvicino (VI), Italy. The two companies have concurrently entered into a new footwear development and production agreement.

Beretta Holding is a 15-generation, Italian family-owned Company with nearly 500 years of history, a global network of subsidiaries, and an extensive range of outstanding brands. Besides major defense, law enforcement, and traditional sporting firearms production businesses, Beretta has a complete line of hunting apparel and accessories, clay target shooting, and outdoor sports products that are both technical and elegant.

Zamberlan and Beretta share the same set of ethics, strongly believe in quality and product excellence, and are permanently dedicated to the Made-in-Italy asset that defines their respective brands.

These values and the long-term experience of Zamberlan in high-end, quality boot manufacturing led to a partnership that sees Beretta Holding acquire a 40% share of Zamberlan as well as a production and footwear development agreement aimed at augmenting Beretta's clothing and accessories business with a dedicated line of Beretta-branded hunting shoes.

"As a family, we are strongly convinced that this partnership with Beretta Holding represents a great chance, as we will gain access to their sales network and to new and interesting opportunities at various levels. The sharing of important values of excellence in the product and the global presence have been a great inducement to the closure of this deal", stated Marco Zamberlan.

Zamberlan's U.S. subsidiary will continue operating as the exclusive source of Zamberlan-brand footwear products and accessories to the U.S. outdoor and hunting markets.

Zamberlan USA plans to showcase its entire category of hunting, military and tactical boots and shoes during the upcoming SHOT show (booth #1263, Hall G) in Las Vegas, NV from January 17 to 20, 2017. Press inquiries can be made directly to Zamberlan USA at info@zamberlanusa.com or by calling +1.888.745.4774.

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### **About Calzaturificio Zamberlan:**

Calzaturificio Zamberlan (www.zamberlan.com, pressoffice@zamberlan.com) has been manufacturing high quality, technical outdoor shoes and boots from its factory in Torrebelvicino, Italy since 1929. Family owned and operated, Zamberlan insists on highly skilled, handcrafted construction combined with the use of the finest Italian materials available. Today, Zamberlan boots are globally renowned for their exceptional quality, durability, and timeless style in the tradition of fine Italian boot manufacturing. Zamberlan products are distributed in the U.S. by its wholly owned subsidiary, Zamberlan USA, Inc. (www.ZamberlanUSA.com, +1.888.745.4774, info@zamberlanusa.com), of Solana Beach, CA.

### **About Beretta Holding:**

Established in 1526, Beretta Holding SpA is an international industrial group, with approximately 3,000 employees, active in the production and distribution of light firearms, used for sports, hunting and self-protection, clothing, accessories and advanced systems in the field of electro-optics. Beretta Holding is based in Gardone Val Trompia (Brescia) and coordinates the activities of 26 companies operating in the main European countries, the United States and in the major countries of other continents. For more information, please contact Moccagatta Associati at +39.02.8645.1695, segreteria@moccagatta.it.