**For Release 5pm EST**

**May 29, 2012**

**SIDI Sport Announces Restructuring of SIDI America, Inc.**

**Marina, CA — May 29, 2012 —** Today SIDI Sport officially announced the restructuring of SIDI America, Inc., with more direct reporting between its American subsidiary and SIDI Sport in Italy.

The American market has become increasingly important to SIDI Sport’s global strategy**,** this movewill allow them to work directly with SIDI America's customer service department and sales staff. Thus, SIDI Sport will have a better handle on America’s unique consumer demands and sales challenges, tightening up the feedback loop and allowing SIDI Sport to make better strategic decisions.

SIDI Sport has asked Paolo Mion, International Sales Director, to spearhead the project**.** "We are really excited for the future of SIDI America. We feel with the closer collaboration between Sidi Sport and Sidi America, we will secure the success of the SIDI brand in the United States," says Paolo Mion.

Operationally, the SIDI America office in Marina, CA will remain the point of contact for American retailers.

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*Founded in 1960 by Dino Signori, SIDI Sport is located in Maser, Italy. SIDI Sport is the world leader in performance cycling shoes and motorcycle footwear. SIDI America, Inc. was founded as the U.S. subsidiary in 2009.*

**For more information:**

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