



Name: **South Balance, Inc.**

Ownership: Privately Owned

Owner and CEO: George H. Ruth, New York, NY

Year Incorporated: 2002

Place of Incorporation: New York

Company Headquarters: 77 Sullivan St, New York City, NY, 10012

Type Business: Product Company, fully online sales via company website

Products/Services: Sports Team-themed Yoga Mats (Soccer, Baseball)

- Officially licensed merchandise
- Custom logos by special order

Scope: International, currently shipping to US, Canada, Spain, Italy, Japan, England, France, Saudi Arabia, Uruguay, Australia, Greece

Number of Employees: 235

Locations:

1. Corporate Headquarters - 77 Sullivan St, NYC, NY 10012
 - o Executive Management
 - o Marketing
 - o Accounting
 - o Asset Management
2. North American Operations (New Orleans Office) - 6823 St. Charles Avenue, New Orleans, LA 70118
 - o Printing
 - o Shipping and Receiving
 - o IT Operations
3. North American Operations (Milan Office) - Piazza del Rocco, 20123 Milano MI, Italy
 - o Printing
 - o Shipping and Receiving
 - o IT Operations
4. Manufacturing
 - o China

IT Staffing:

- CIO
 - o Director of IT Operations
 - Hardware/Network Manager
 - Software/Vendor Manager
 - o Director of Security and Data Management
 - SOC, Security Auditing and Monitoring Manager
 - Risk, Compliance, and Standards Manager



South Balance, Inc. Mission Statement

At South Balance Inc., we never stop innovating. It takes hundreds of passionate, dedicated, and talented employees around the world to deliver the merchandise and shopping experience our customers expect and deserve.