



# NEWS RELEASE

Professional Ski Instructors of America  
American Association of Snowboard Instructors



---

## Bite Tech Joins as PSIA-AASI Official Supplier

**August 12, 2011 – Lakewood, Colo.** – The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) welcome Bite Tech as the association’s first Official Supplier of performance mouthwear.

Recently named one of the most innovative companies in sports by *Fast Company* magazine, Bite Tech, along with performance apparel company Under Armour, has introduced a mouthpiece that can enhance the performance of athletes in any sport. The ArmourBite® mouthpieces increase oxygen intake by better aligning the jaw to increase strength and reduce the release of stress hormones that can contribute to fatigue. Numerous professional athletes compete and train with ArmourBite products to improve athletic performance, including U.S. Olympic Downhill skier Lindsey Vonn.

“We’re excited to add a new sport performance category to our Official Supplier pool with the addition of ArmourBite products,” said Andy Hawk, PSIA-AASI Marketing Director. “Their innovative technology will provide yet another opportunity for our members to improve their skiing and snowboarding endurance, and make them stronger and faster athletes.”

This fall, the full line of ArmourBite mouthwear products will be available to PSIA-AASI members via [TheSnowPros.org](http://TheSnowPros.org).

“At Bite Tech we recognize the importance of the growth of snowsports and admire the efforts of instructors to spread their knowledge to new, as well as advanced, skiers and riders,” said Willie Ford, Director of Outdoor for Bite Tech. “PSIA-AASI instructors are athletes at their core. We hope they will excel even more in snowsports with access to our performance mouthwear products.”

For more information about ArmourBite, please visit [BiteTech.com](http://BiteTech.com).

### About PSIA and AASI

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and nordic skiing, snowboarding, adaptive skiing and riding, and children’s skiing and riding. Visit [TheSnowPros.org](http://TheSnowPros.org).

###

#### CONTACT:

Andy Hawk, Marketing Director • EXT 4834 • EMAIL [AHAWK@THESNOWPROS.ORG](mailto:AHAWK@THESNOWPROS.ORG)  
Professional Ski Instructors of America • American Association of Snowboard Instructors  
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703  
TEL 303.987.9390 • FAX 303.987.9489