



NEWS RELEASE

**Professional Ski Instructors of America
American Association of Snowboard Instructors**



Flow Snowboarding Joins PSIA-AASI Official Supplier Pool

December 14, 2010 – Lakewood, Colo. – The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are pleased to announce the addition of Flow Snowboarding to their Official Supplier pool.

Flow manufactures a variety of snowboarding products including snowboards, bindings, and boots for both men and women. Established in 1996, Flow first gained success in the European market and has since moved management of the brand to California to spread its influence to the U.S. The company prides themselves on offering a complete package with Flow riding products in which the boots, bindings, and boards all work together to create an integrated riding system.

“We are very excited to have Flow join our official supplier pool,” said Andy Hawk, PSIA-AASI marketing director. “With their original style and technology, Flow will provide another great snowboard option for our members.”

Flow Snowboarding joins PSIA-AASI’s snowboarding supplier pool alongside Never Summer and Burton.

“We’re excited to partner with such a great organization and support the instructors that are out there on the front line. Flow realizes that on-snow education encompasses more than just teaching snowboarding. Instructors are often the first impression that a new snowboarder will have, they’re the ambassadors of the sport and can pass along critical product information to new participants” said Susanne Dachgruber from the marketing team at Flow Snowboarding.

For more information about Flow Snowboarding, please visit Flow.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 30,000 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 www.TheSnowPros.org.

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CONTACT:

Andy Hawk, Marketing Director • EXT 4834 • EMAIL 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