



NEWS RELEASE

Professional Ski Instructors of America
&
American Association of Snowboard Instructors



Gibbon Slacklines Becomes Official Supplier to PSIA-AASI

March 12, 2010 – Lakewood, Colo. – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are pleased to announce the addition of Gibbon Slacklines to their Official Supplier pool.

Slacklining, redefined by Gibbon's proprietary slackline system, has made the balancing act of walking a line of webbing held tight between two points—traditionally a pursuit of especially balanced athletes—accessible to outdoor enthusiasts of all abilities and disciplines. Gibbon will join Skier's Edge as the second addition to PSIA-AASI's training tools category.

"Gibbon offers a great cross-training option for our members," said Andy Hawk, PSIA-AASI Marketing Director. "We're looking forward to bringing slacklining into the snowsports realm and providing ski and snowboard instructors with a fun, effective and versatile tool."

Gibbon is based in Stuttgart, Germany, but is distributed in North America from the company's base in Boulder, Colo. Their slackline systems consist of webbing, wider than the traditional slackline, as well as a ratchet for fast, easy setup.

"Slacklining is a great tool for snowsports training as it engages the core and lower body in a new way. The benefits include improved balance, reaction time, core strength, and injury prevention," said Jaime Klinetob, Gibbon Marketing Director. "Gibbon is happy to partner with PSIA-AASI to introduce this new technique for instructors to use in any season and enable students practice at home."

Gibbon Slacklines, due to their straightforward and approachable system, have fostered a community of enthusiasts ranging from kids to physical therapists, who've all discovered the health benefits and fun of slacklining.

For more information about Gibbon, including slacklining guides and videos, please visit www.GibbonSlacklines.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 29,000 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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