



NEWS RELEASE

Professional Ski Instructors of America
&

American Association of Snowboard Instructors



GoPro Joins PSIA-AASI Official Supplier Pool

July 27, 2010 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are excited to announce the addition of GoPro to their official supplier pool.

GoPro, a leading manufacturer of wearable sports cameras, is known for its high definition HD HERO video cameras which record at 1080p/960p/720p at 30 and 60 frames per second and can shoot in 5mp photo mode every 2, 5, 10, 30, or 60 seconds. GoPro cameras record sound and allow easy playback as well as slow motion playback if action is recorded at 720p. GoPro HD video cameras offer all the tools an instructor needs when documenting a lesson.

"GoPro is stoked to be a part of the PSIA-AASI program," said Rick Loughery of GoPro. "The HD HERO is a great way to capture and share enjoyment out on the slopes, and it is an excellent tool for teaching. Instructors will find that its compact size and mounting options make it easy to closely follow students and record techniques, and the video quality and slow motion playback highlight areas for skill improvement."

The company is a welcome addition to PSIA-AASI, as the association is increasing its use of wearable cameras in production of its Go With a Pro television show.

"Not only does GoPro bring a great product to our members, but their cameras also meet our high definition filming standards," said Andy Hawk, PSIA-AASI marketing director. "We are eager to see how GoPro can enhance Go With a Pro TV."

GoPro, located in Half Moon Bay, CA, is known for the versatility of its line of wearable cameras and accessories, including innovative mounting options, which accommodate a variety of action sports and equipment types.

For more information about GoPro, please visit www.gopro.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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