



NEWS RELEASE

Professional Ski Instructors of America
&

American Association of Snowboard Instructors



Summer Means Partnership Renewals & New Official Suppliers for PSIA-AASI

July 29, 2010 – Lakewood, Colo. — The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) have renewed their partnerships with Booster, Dale of Norway, Hestra, Patagonia, Reusch, Smith, Swany, Swix, Twenty-Two Designs, and V.I.O., and have added new official suppliers Eurosocks, Gibbon Slacklines, GoPro, Granger's, Osprey, Todi, Uvex, Contour, and Yaktrax.

Between renewals and new additions to the pool, PSIA-AASI now has official supplier relationships with 40 of the snowsports industry's leading brands. Partnership agreements typically include a benefit, or pro offer, for the associations' 30,000 ski and snowboard instructor members. The recent renewals and additions ensure that members have access to gear in every category, from equipment to apparel.

This year's renewals provide for the continuation of member benefits in the categories of ski boot straps (Booster), sweaters (Dale of Norway), gloves (Hestra, Reusch, and Swany), outerwear (Patagonia), eyewear and helmets (Smith), waxing and tuning equipment (Swix), telemark bindings (Twenty-Two Designs), and technology (V.I.O.). New partnerships add member benefits in the categories of socks (Eurosocks), training tools (Gibbon Slacklines), technology (GoPro and Contour), accessories (Granger's and Yaktrax), après footwear (Todi), and helmets (Uvex).

Both renewals and new partnerships bring depth to existing official supplier categories or add new categories, which means more support for the associations' mission to get more people psyched on snowsports.

"We couldn't be happier going into our 50th year as an association to have a record number of official suppliers," said Andy Hawk, PSIA-AASI marketing director. "It's a testament to the value our association and membership bring to the snowsports industry. We are grateful to our longtime sponsors for their continued support, and eager to show new suppliers what's in store."

More information and links to Official Suppliers is available at www.TheSnowPros.org.

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.

###

CONTACT:

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