



# NEWS RELEASE

American Association of Snowboard Instructors  
And  
Professional Ski Instructors of America



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## Ortovox Becomes Official Supplier of Professional Ski Instructors of America and American Association of Snowboard Instructors

**May 6, 2009 – Lakewood, Colo. --** The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are excited to announce their partnership with Ortovox USA, Inc.

Ortovox, which has long supplied the PSIA-AASI *Accessories Catalog* with its avalanche transceivers, probes, shovels and bivy sacks, will increase the scope of its involvement with PSIA-AASI in its new role as Official Supplier of avalanche safety equipment.

“We’ve had a long-standing relationship with PSIA-AASI over the last several years and this is going to take it to a new level – it’s something that we’re really excited about,” said Marcus Peterson, CEO of Ortovox USA, Inc. “We’re going to work very closely with the associations to provide the best service and equipment that we can for the membership.”

Adding Ortovox to the Official Supplier roster is a great opportunity for the associations, who rely upon industry support of their educational mission and instructional programs, combined with access to professional equipment resources.

“Expanding our partnership with Ortovox is great for PSIA and AASI,” said Andy Hawk, marketing director of PSIA-AASI. “In addition to their support of our educational programs, Ortovox will be a great partner to our membership with their industry-leading backcountry safety equipment.”

Ortovox, a German company, has been an innovator in winter backcountry safety for over 28 years. It is best known for its avalanche transceivers, with items such as probes, shovels, backpacks and bivy sacks rounding out its line of backcountry survival and awareness products.

For more information about Ortovox, please visit [www.ortovox.com](http://www.ortovox.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 28,000 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](http://www.thesnowpros.org).

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