



NEWS RELEASE

Professional Ski Instructors of America & American Association of Snowboard Instructors



Osprey Becomes Official Supplier to PSIA-AASI

March 1, 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 Osprey Packs to their Official Supplier pool.

Osprey, an innovator in the technical pack industry, has long supplied outdoor enthusiasts with award-winning gear, but will be the first supplier in this category for the snowsports instructors' association—an eagerly awaited partnership for PSIA-AASI.

“We have been looking to add a technical pack offering for our members, and Osprey is an ideal fit,” said Andy Hawk, PSIA-AASI Marketing Director. “A lot of consideration went into finding the right partnership, and we’re happy to have found an opportunity with such a high-quality, established brand.”

Osprey, located in Cortez, Colo. celebrated its 35th anniversary in 2009. The company has long set the industry standard for comfort and efficiency in design, attributes for which its packs have consistently earned accolades, in addition to the praise the company has received for its socially and environmentally sustainable business practices. This grassroots focus and commitment to the industry are key to aligning the PSIA-AASI and Osprey brands.

“Osprey Packs is excited to be partnering with PSIA-AASI. We value working directly with outdoor professionals and outfitting them with the highest quality gear-carrying equipment on the market,” said Sarah Harper Burke, ProDeal and Program Pack Manager for Osprey. “The associations produce top-quality thinkers and professionals in the field of ski and snowboard instruction. We are thrilled to support and be part of this innovative and creative spirit.”

For more information about Osprey, please visit www.OspreyPacks.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.

###

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