



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



RAMP Sports Becomes Official Supplier to PSIA-AASI

November 16, 2011 – Lakewood, Colo. – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) welcome RAMP Sports as an Official Supplier of skis and snowboards.

Based out of Park City, Utah, RAMP Sports manufactures hand-made skis and snowboards for expert riders. RAMP's award-winning 2011–12 product line includes gear ranging from big-mountain powder skis and snowboards to frontside, high-speed carving models. One of the brand's most popular all-mountain, powder skis, the Peacepipe, was selected as an Editor's Pick in this year's *Freeskier Magazine Buyer's Guide*. The company offers free demos daily out of its Park City warehouse; those interested in trying RAMP products can stop by anytime to take gear out on the nearest hill.

"We at RAMP are thrilled to be partnering with PSIA-AASI and are looking forward to instructors discovering the excitement our skis and snowboards can bring to their sports," said Michael Klichenstein, President of RAMP Sports. "We are thankful for the members' work to grow participation in our industry and are glad to make our products available them."

RAMP's core values are based on environmentally and economically friendly practices. All RAMP products are offered at factory-direct prices and every ski or snowboard sold is delivered in a free, reusable ski or snowboard travel bag, eliminating the waste of thousands of cardboard shipping boxes each year. RAMP also offers a buy-back program for its customers through which customers can trade in any old equipment for a \$50 buy-back credit that can be applied toward a new purchase. The used gear is donated to youth programs or recycled into furniture.

"PSIA-AASI is excited to add RAMP Sports to our Official Supplier roster. They offer a fun lineup of skis and snowboards and an intriguing grassroots approach to their business," said PSIA-AASI Marketing Director, Andy Hawk. "Their environmentally sustainable practices as well as commitment to youth programs will provide great excitement for our membership."

About PSIA and AASI

PSIA-AASI is an educational organization of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,500 men and women who are dedicated to promoting snowsports through instruction. The organization establishes certification standards for ski and snowboard instructors and develops education materials to be used as the core components of most ski and snowboard school training. PSIA-AASI supports 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 TheSnowPros.org for more information.

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