



NEWS RELEASE

Professional Ski Instructors of America
&

American Association of Snowboard Instructors



PSIA-AASI Extends Official Supplier Partnership with Smith

October 27, 2009 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) have just extended their Official Supplier partnership with Smith Optics, Official Supplier of helmets and eyewear to the associations, through 2014.

“Our relationship with PSIA-AASI has yielded consistent results for several years,” said Tag Kleiner, marketing director of Smith Optics. “The association has proven itself a reliable partner, and we look forward to continuing to supply their membership with our products for another term.”

Smith is part of a core group of eyewear and helmet suppliers, including Bolle/Serengeti, Anon, RED, POC, and Rudy Project. The associations rely upon the industry support of these companies, among others, to further their educational mission, enhance instructional programs, and provide access to professional equipment resources.

“We are excited to extend our partnership with Smith,” said Andy Hawk, marketing director of PSIA-AASI. “Their consistent support for the grassroots foundations of skiing and snowboarding is admirable, and their support for PSIA and AASI is exceptional.”

Smith, based in Sun Valley, Idaho, has been revolutionizing snowsports accessories since 1965. Their full line of sunglasses, goggles, and helmets blends performance, style, and quality—features that have made their products a favorite of action-sport athletes in snowsports and beyond, the world over.

For more information about Smith, please visit www.smithoptics.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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