



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Toko Becomes Official Supplier to PSIA-AASI

September 20, 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 Toko to their official supplier pool.

Building on the strong category relationship with Swix, PSIA-AASI has added Toko tools and wax to their official supplier program. Offering tools and wax for a variety of applications, Toko will provide additional tool and wax options for PSIA-AASI membership.

“We strive to offer the best for our members, and Toko is an excellent addition this category,” said Andy Hawk, PSIA-AASI marketing director. “With a strong lineup of tools and wax, Toko really helps us round out an already strong category in our Official Supplier program.”

Toko, an official supplier for the US Nordic Team, is recognized in the industry for their efforts in soliciting feedback and providing instruction to their users. Toko’s online wax coach, offered on their website, matches users with the best waxing options and application tips based on their sport, ability level, snow temperature and snow type.

“We are really excited to join the PSIA-AASI Official Supplier program,” said Toko Brand Manager Ian Harvey. “Toko is committed to strong industry partnerships and product development based on user feedback, and PSIA-AASI members are important to that pursuit.”

Toko offers tools and waxes for all snowsports disciplines, and will provide special members-only access to its products. For more information about Toko, please visit www.Tokous.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 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.

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