



NEWS RELEASE

Professional Ski Instructors of America
&

American Association of Snowboard Instructors



Transpack Joins PSIA-AASI Official Supplier Pool

March 18, 2010 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are excited to announce their partnership with Transpack.

Transpack, a longtime supplier of boot bags offered through the PSIA-AASI *Accessories Catalog*, will increase the scope of its involvement with PSIA-AASI in its new role as Official Supplier of travel luggage. Transpack will be the first supplier in this category.

“Expanding our partnership with Transpack is great for the association,” said Andy Hawk, PSIA-AASI marketing director. “We have been eager to add an official luggage supplier, and Transpack is a choice our members are familiar with and will be happy with going forward.”

Transpack, located in New York, N.Y., has been designing bags and backpacks for the action sports market since 1995. Its ski, snowboard, and skate bags are known for sport-specific functionality and durability. The company’s boot backpacks in particular, with their distinctive sloping shape, are recognized by skiers and snowboarders as synonymous with the Transpack brand.

“Transpack is very proud to be an Official Supplier to PSIA-AASI. The associations have been instrumental in the development of skiing and snowboarding, and we are happy to support their continued efforts in growing these sports,” said Gene Kliot, president of Transpack. “Since so many instructors and members of PSIA-AASI already use Transpack backpacks for their equipment, this is a natural partnership that we look forward to cultivating over the years.”

For more information about Transpack, please visit www.Transpack.net.

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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