



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Uvex Becomes PSIA-AASI Official Supplier

September 20, 2010 – Lakewood, Colo. – The eyes have it, with the addition of Uvex Helmets and eyewear to the official supplier pool for the Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI).

Uvex, a leading manufacturer for protective eyewear and helmets, has been providing the latest in lens technology, lens coating, and expressive style in eyewear for more than 60 years and was amongst the earliest in the industry to begin making ski helmets, starting production in 1998. The company has earned dozens of industry patents for the many technological innovations it has introduced, along with the accolades and gratitude of snowsports enthusiasts everywhere. Uvex joins PSIA-AASI's helmet and eyewear supplier pool alongside Bollé, Smith, Rudy Project, POC, Anon, and Red.

“Uvex will make a great addition to our official supplier pool,” said Andy Hawk, PSIA-AASI marketing director. “We’re excited to add another source for performance helmets and eyewear for our members that is at the forefront of safety and innovation. The Uvex lineup compliments an already strong pool of helmet and eyewear suppliers and offers an expanded opportunity for our membership.”

The company's high-performing products and commitment to rigorous testing and extensive research ensures that Uvex will provide valuable safety equipment for PSIA-AASI members.

“We are thrilled about Uvex's new relationship with PSIA-AASI,” said Steve Poulin, President of Uvex's North American operation. “Uvex is eager to be able to provide safety, function, and style through helmets and eyewear for some of the premier snowsport instructors in the country.”

For more information about Uvex, please visit www.uvexsports.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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