



NEWS RELEASE

Professional Ski Instructors of America & American Association of Snowboard Instructors



V.I.O. and PSIA-AASI Renew Partnership

July 27, 2010 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) have renewed their partnership with technology supplier, V.I.O.

V.I.O. originally became an official supplier in 2007—their contract has been extended through 2011. The company, which manufactures point-of-view video cameras, has recently been joined in the technology category by GoPro and VholdR.

"V.I.O. revolutionized instructional video for our members," said Andy Hawk, PSIA-AASI marketing director. "They really opened up the technology for us, and we are happy to keep the relationship going."

V.I.O., a Michigan company, designs small, rugged, wearable and vehicle-mounted professional-grade cameras used to capture high-quality video images in active environments. Its POV camera series has been popular among ski and snowboard instructors.

"Partnering with PSIA-AASI has been a great way for us to get our cameras into the hands of instructors," said Clint Slack, V.I.O. marketing director. "Continuing on as an official supplier will allow us to continue providing the tools they need to be top-notch teachers."

For more information about V.I.O., please visit www.vio-pov.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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