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YAKIMA BECOMES OFFICIAL SUPPLIER OF PROFESSIONAL SKI INSTRUCTORS OF AMERICA, AMERICAN ASSOCIATION OF SNOWBOARD INSTRUCTORS AND FORMS EXCLUSIVE PARTNERSHIP WITH NATIONAL SKI PATROL

Partnerships Increase Yakima Presence with Snow Sports Influencers and Community at Large

BEAVERTON, Ore. (January 27, 2011) – Reinforcing its commitment to the active snow sports community, Yakima (www.yakima.com), an innovator in vehicle racks for winter sports gear, boats, bikes, and camping, today announced it was named official supplier for the PSIA-AASI (Professional Ski Instructors of America - American Association of Ski Instructors, <http://www.thesnowpros.org/>) and the National Ski Patrol (NSP, www.nsp.org). These partnerships, effective immediately, enable Yakima to engage directly with the organizations' members, influencers and the community-at-large through online conversation, product testing, and marketing initiatives. Yakima's relationship with the NSP began in 2009 and is expanding this year with its exclusive designation as official rack supplier.

"These strategic alliances are directly in line with our values," said Joel Grabenstein, marketing and promotions manager for Yakima. "Not only is each organization dedicated to snow sports, but their members are also cyclists, paddlers and campers who live the Yakima mantra. These professionals ambassadors work hard to ensure that people are recreating in a safe, sustainable manner and are crucial to the longevity of the snow sports business."

The PSIA-AASI and NSP agreements enable Yakima to establish an ongoing dialog with the members of these professional snow sports organizations.

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Yakima Announces Partnership with PSIA-AASI and NSP

Both agreements include cross-promotion, including catalog, web, print advertising and onsite event activation opportunities. In addition, both of these nonprofit organizations and Yakima have standing partnerships with Subaru of America, creating the ultimate platform for getting these snow sports influencers and their gear to the mountains safely and securely. Lastly, PSIA-AASI and NSP members will benefit with member-only links to Yakima's VIP pricing program.

"We have a natural connection with Yakima," says Andy Hawk, marketing director for PSIA-AASI. "We both share a passion for winter sports and provide products and services which allow people to maximize their experience on the mountain."

"The National Ski Patrol is delighted to have Yakima as the exclusive rack supplier of our organization," said Christine Albertson, marketing and sponsorships director from NSP. "We couldn't think of a better partner. Yakima is devoted to giving consumers the best gear for a safe and quick escape to the mountains, and we make sure they are safe when they are on the slopes. This partnership makes good sense."

About PSIA-AASI: The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are nonprofit associations dedicated to promoting the sports of skiing and snowboarding through instruction. With more than 30,000 members, PSIA-AASI establishes certification standards for snowsports instructors and develops education materials to be used as the core components of instructor training.

About National Ski Patrol: The National Ski Patrol is a Federally Chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 72 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

For further comments or interviews regarding the NSP, OEC, and the issues in Idaho, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.

About Yakima: Yakima is a world leader in the design and manufacture of cargo management equipment solutions for outdoor enthusiasts. Yakima's products include: vehicle racks for bikes, boats, ski equipment and gear, a line of cargo boxes and bags for a variety of needs, as well as high performance multi-sport trailers. Yakima Products is headquartered in Beaverton, Oregon. For more information, visit www.yakima.com.