



December 1, 2010

FOR IMMEDIATE RELEASE:

Contact: Candace Horgan
(303) 988-1111, ext. 2625
chorgan@nsp.org

NSP and Smith Optics renew partnership

Lakewood, Colo. – The National Ski Patrol and Smith Optics have renewed their partnership to offer patrollers access to helmets, goggles, and sunglasses.

"Smith and the NSP have partnered for many years, and we are excited to continue our strong working relationship," said NSP Executive Director Tim White. "Smith offers some of the highest-quality products suited to the demanding needs of patrollers. Their new Vantage helmet combines a low profile with the ventilation needs that patrollers demand while working hard on the hill."

Smith's goggles and helmets are designed as a completely integrated system that starts with a perfect fit to reduce the dreaded "gaper gap." The proprietary goggle and helmet ventilation systems work together to keep air moving seamlessly from the goggle through the helmet to eliminate fogging. Smith's Evolve Collection uses recycled and bio-based products and all Smith products are backed by a comprehensive lifetime warranty.

NSP's hard-working members are the perfect role-model ambassadors for Smith's performance-oriented optics and helmets. Smith, which recently celebrated its 45th anniversary, shares with NSP the same goals of enjoying the snow sports lifestyle and staying safe while working and playing outdoors.

"Smith and NSP is a natural relationship," said Smith Optics Marketing Director Tag Kleiner. "We both share a heritage of innovation that's based on making a day on the mountain as enjoyable and safe as it can be."

About the 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.

About Smith Optics

Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. At Smith, WE MAKE THE GREAT DAYS BETTER.

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

###