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FOR IMMEDIATE RELEASE:

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National Ski Patrol partners with Icelantic

The National Ski Patrol (NSP) and Icelantic Skis are excited to announce their partnership to offer all NSP patrollers Icelantic's line of American-crafted skis, which all feature unique graphic art based on a theme developed for each season.

"We are very excited to be partnering with Icelantic," said NSP Managing Director Darcy Hanley. "NSP patrollers will benefit from Icelantic's advanced designs, which help skiers perform their best in varied conditions and terrain, and the graphics will help patrollers stand out even more."

Icelantic is a Colorado-based company that was founded by a group of friends who grew up skiing together at Loveland. The brand launched at SIA in 2005, and has grown steadily ever since. Currently, Icelantic offers 10 models of skis, plus another four models in its new for 2013/2014 SKNY series, Icelantic's ode to carving and hitting not-so-ideal conditions on piste.

"We are very excited to be working with the NSP and allowing patrollers the opportunity to ski on a handmade product that has a focus on American craftsmanship and innovative designs," said Jon Mueller, customer service manager for Icelantic.

Icelantic will be offering its skis to NSP patrollers through the NSP Pro Deals Page.

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 75 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 28,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

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

About Icelantic Skis

Icelantic is an American ski company where **creativity, adventure, innovation, and community** shape both our approach to building skis and a lifestyle. Icelantic is a multi-dimensional ski company whose story can be felt through annual artistic themes and the people behind the brand.

We employ American craftsmanship, top of the line materials and cutting-edge graphic art to provide our customer with the best possible, high-performance ski and experience. Icelantic is committed to building lasting, enriching relationships, creating a community that believes in our product and company as much as we do.