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FOR IMMEDIATE RELEASE:

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

Terramar partners with the National Ski Patrol and the Professional Ski Instructors of America-American Association of Snowboard Instructors

Terramar Sports, a leader in high-performance clothing, is proud to announce they are now the official suppliers of base layer products for the National Ski Patrol (NSP) and the Professional Ski Instructors of America-American Association of Snowboard Instructors (PSIA-AASI).

"Skiing and snowboarding have been an important market for Terramar for more than 40 years, and this investment reinforces our commitment to the sports," said Russ Pitman, VP sales at Terramar. "These men and women work tirelessly every day to teach and keep the mountains safe, and we are thrilled to be able to help keep them warm, dry and comfortable. They will be great testers for our products and we look forward to a long, mutually beneficial partnership."

The National Ski Patrol chose to highlight Terramar's Thermolator 2.0 and Cloudnine products. Available in both men's and women's, these base layers use midweight 360 degree stretch fabrics, providing moisture management and thermoregulation comfort technology.

"We are very excited to announce our new partnership with Terramar," said NSP Executive Director John McMahon. "With Terramar's technical base layer products, NSP patrollers will be able to better perform their jobs in the demanding outdoor conditions in which they work."

"We're constantly on the search for the best products in the marketplace that can help more than 31,700 of our members succeed, and we approached Terramar because of their reputation for product quality and advanced technologies," said Mark Dorsey, PSIA-AASI's executive director and CEO. "PSIA-AASI will feature Terramar's men's TXO 2.0 due to its versatility and the product's ability to adapt to a changing environment and the evolving needs of ski professionals."

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 Terramar Sports

Terramar® has a 43-year history of manufacturing performance base layers and underwear. Building on its heritage of silk base layers, Terramar has become a world leader in pioneering performance garments that combine natural textiles with the highest performing technical fabrics available. After establishing themselves with the men's category, Terramar developed HotTotties®, a line designed by women for women. Proprietary technologies include ClimaSense™, Thermawool™, TXO®, drirelease®, Thermasilk®, MicroCool™, and Reflex™. For more information, go to www.terramarsports.com.

PRESS CONTACTS

Tom Mendl
tmendl@terramarsports.com
914-934-8032

Natalie Vinegar
nvinegar@terramarsports.com
914-418-9760