



*FOR IMMEDIATE RELEASE:*

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**High Sierra Signs Extension with U.S. Ski Team, U.S. Snowboarding; Adds New U.S. Freeskiing Brand to Agreement**

**VERNON HILLS, Ill.** – High Sierra Sport Company announced today that it will continue its agreement with the U. S. Ski and Snowboard Association (USSA), the national governing body for Olympic skiing and snowboarding, to supply all categories of bags to all U.S. Ski Team and U.S. Snowboarding athletes and teams, as well as the new U.S. Freeskiing program. The agreement calls for High Sierra to continue manufacturing customized backpacks, boot bags, ski and snowboard bags, and duffels through the 2019 winter season.

"Our experience has been that the U.S. Ski Team and U.S. Snowboarding brands have increased the value and recognition of our product lines," said High Sierra President and CEO Hank Bernbaum. "We're proud to support the Team and especially excited to be the exclusive licensee in our category for the new U.S. Freeskiing brand."

High Sierra's Team bags are durable, easy to carry and allow for convenient transport of each athlete's gear and clothing. High Sierra will continue to produce and distribute a limited quantity of U.S. Ski Team and U.S. Snowboarding bags for consumers, which are currently available at ski shops and luggage stores nationwide as well as online at [shop.uskiteam.com](http://shop.uskiteam.com). In addition to its licensed product line, the Team's logo will continue to appear on hang tags of all products in High Sierra's 28 different product lines. The unique branding program brings additional exposure of the Team's brands and adds value to High Sierra products.

"High Sierra has a great understanding of the power of our brands in merchandising its quality products to consumers," said USSA's Chief Revenue and Marketing Officer Andrew Judelson. "High Sierra's unique approach to include all three of our brands on hang tags across its entire product line will bring that value to millions of consumers."

"The athletes and teams have been a great source of product feedback for us," added Bernbaum. "Our gear has been through millions of miles with the Teams. That feedback has allowed us to innovate new features and to enhance quality to meet the toughest standards of use."

With the announcement, High Sierra becomes one of the first licensees for the new U.S. Freeskiing brand just announced in January by the USSA. The brand covers the Freeskiing sports

of skiing halfpipe, slopestyle and skicross. Halfpipe and slopestyle are being considered by the IOC for inclusion in the 2014 Olympics. The genre is one of the fastest growing in skiing worldwide with millions of active, young participants.

Financial terms of the exclusive eight-year partnership agreement between High Sierra and the U.S. Ski Team, U.S. Snowboarding, and U.S. Freeskiing deal is not disclosed.

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

### **About High Sierra Sport Company**

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

High Sierra recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

The company is also the official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

### **About USSA**

The U.S. Ski and Snowboard Association (USSA) is the national governing body of Olympic skiing and snowboarding. Developed to facilitate participation in national and international competition, the Olympic sports organization provides structure for competitive skiing and snowboarding. From grassroots programs to governance of sport, management of rules, competitions and athletic rankings, the USSA oversees athletic pipelines for development in the sports. With a vision to make the USA the best in the world in Olympic skiing and snowboarding, the USSA provides leadership and direction for tens of thousands of young skiers and snowboarders who share an Olympic dream while maintaining a strong adherence to core values. The USSA, established in 1905, operates out of the national training and education facility, the Center of Excellence, in Park City, UT. For more information, visit [www.uskiteam.com](http://www.uskiteam.com) and [www.ussnowboarding.com](http://www.ussnowboarding.com). Fans also can purchase High Sierra Team gear at <http://shop.uskiteam.com>.

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