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U.S. Freeskiing to Make Its Debut with High Sierra at the 2014 Games!

VERNON HILLS, Ill. – The International Olympic Committee (IOC) recently announced the addition of freeskiing to the 2014 Winter Olympics. At the IOC Executive Board meeting in London, IOC Sports Director Christophe Dubi announced that a ski halfpipe event will make its debut at the 2014 Games in Sochi, marking a significant milestone for the U.S. Ski and Snowboard Association (USSA). High Sierra is one of the pioneer partners of the new U.S. Freeskiing program.

“We are enthused to be a part of the launch of the Freeskiing Olympic halfpipe program!” said High Sierra President and CEO Hank Bernbaum. “This is ground-breaking news for everyone associated with the Team and we are especially excited to be the exclusive licensee in that new category for U.S. Freeskiing brand.”

High Sierra announced last month 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.

For more information on the Freeskiing Olympic halfpipe program, please visit www.uskiteam.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.

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.usskiteam.com and www.ussnowboarding.com. Fans also can purchase High Sierra Team gear at <http://shop.usskiteam.com>.

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