



PRESS RELEASE
For immediate release

**A new structure for the 2010-2011 season
CSIA & CASI will continue in developing
a common vision for their future in the industry**

Montreal, QC, August 17, 2010 - The Canadian Ski Instructors' Alliance (CSIA) and the Canadian Association of Snowboard Instructors (CASI) announced today a restructuring of their administrative relationship. As of September 2010, each organization will be providing its own administrative services, permitting them to focus their partnership on a strategic relationship and action plans for the industry. Discussions between the CSIA and CASI regarding administrative services have been in progress for some time, after which both parties came to a unanimous decision to operate independently while still providing a common interface to the industry.

The decision was not an easy one. *"This was not an easy decision as the CSIA has been supplying our administrative services since our inception in 1994, and the 2009/2010 season was our best year ever,"* stated CASI Executive Director & CEO, Dan Genge. *"The CSIA has done an exceptional job and we thank them for it. We simply have done what's best for the association and its members corporately and financially at this time."*

"This is the right choice for both parties," explains CSIA CEO, Michel Lamothe. *"The relationship between CSIA and CASI will now be dedicated to our members, our mutual snow school clients, and the sliding public. We will continue working actively together in establishing strategic goals and a common vision for the future to the benefit of the industry."*

The transition is planned to be seamless to members and snow schools alike.

CSIA and CASI management teams are working together in ensuring that all the details and necessary operating functions will be in place for the upcoming 2010/2011 winter season. The transition should be completed on or before September 1, 2010.

Both organizations are confident in the decision and that it will be welcomed by ski schools across Canada that have supported both associations for years.

"We look forward to continuing our relationship with ski schools and assure them that CASI is fully compliant with all of the policies and procedures that have been in place," Genge said.

Any members or ski schools that have questions or concerns are welcome to contact either association at 1800 811 6428 (toll free), or by email at national@snowpro.com for the CSIA or info@casi-acms.com for CASI.