

## Garmont North America to distribute Movement Skis

PORTLAND, OR - Garmont North America ([www.garmontusa.com](http://www.garmontusa.com)) will distribute Movement Skis in the U.S. and Canada, effective immediately.

Garmont North America currently distributes award winning Italian-designed boots for skiing, hiking, climbing and travel; Bridgedale Socks; and Life-Link Backcountry Equipment. The addition of Movement Skis – an esteemed Swiss brand known worldwide for light and powerful designs – significantly strengthens Garmont North America's retail presence in the rapidly growing alpine touring and sidecountry/freeride ski markets. Additionally, the alignment of Garmont's innovative family of boots with the Movement ski quiver is nearly perfect, providing a formidable collection of energetic and fun gear combinations.

"Movement Skis is a perfect brand companion for Garmont North America. They're equally committed as a company to the highest level of design and function, and they enjoy creating products that simply ski better," said David Fee, president of Garmont North America.

Movement Skis are known worldwide for their exceptional high performance designs, innovative construction technologies, and a longstanding leadership role in environmentally sustainable material use. Movement Skis passionate following includes many members of the US media, who have supported the brand with numerous accolades in each of the last three seasons

In 2011, Movement Skis awards included a Backcountry Magazine "Editor's Choice", Freeskier Magazine's "Editor's Pick"; Skiing Magazine's Indy Test "Testers Choice" and "Official Selection" honors; and a Powder Magazine Fantasy Draft selection. In 2009 and 2010, awards for Movement Skis included an Outside Magazine "Gear of the Year" Award, two Backcountry Magazine "Editor's Choice" Awards, a Powder Magazine "Skier's Choice" Award, a Skiing Magazine "Test Selection," and a Ski Press "Best Buy" Award.

Movement Skis' superior reputation for distinctive and dynamic skis derives from their proprietary Control Torsion System (CTS) ski construction technology, which blends torsional stiffness with round longitudinal flex to maximize performance and enjoyment in every snow condition. Movement will launch several new and improved ski models for Winter 2012-13.

Movement Skis are also recognized for the company's leadership in sustainable and toxin-free core construction. Their pure wood cores are harvested exclusively from FSC/PEFC-certified forestry operations, and are manufactured using a process that avoids adhesive toxins, which are common in composite or synthetic alternatives.

"With so much marketplace interest in light and powerful ski equipment, the pairing of Garmont and Movement is truly a remarkable match. Both brands are known worldwide for lightweight, high performance products, and the opportunity to pair them both at retail and on the mountain is a remarkable convergence," added Fee.

For comprehensive Movement Skis product information and a current North American dealer list, please visit [www.movementskis.com](http://www.movementskis.com). For retailer inquiries and customer service, please contact Garmont North America at 1-800-943-4453 or [info@garmontusa.com](mailto:info@garmontusa.com).

For 2012-13, Garmont North America will carry a selection of Movement's top ski designs, with a focus on Men's and Women's Freeride, Touring and Adventure categories. The winter 2012/13 ski selection will be finalized by July 1, 2012, while the 2013/14 line is scheduled to be announced on December 1, 2012. On July 1, Garmont North America will also introduce a progressive sales program that combines ski boots, hiking and winter boots, Bridgedale socks and Life-Link poles with purchases of Movement products.

**ABOUT MOVEMENT SKIS:** Designed in Switzerland and skied everywhere, Movement Skis are known worldwide for high energy, high enjoyment skis. Their diverse collection of skis ranges from a revolutionary lightweight touring series

to a full throttle freeride line. The award-winning performance of Movement Skis is created through innovative manufacturing techniques, including sustainable 100% wood core construction. For more information on Movement Skis in North America, please visit [www.movementskis.com](http://www.movementskis.com), or contact Garmont North America at [info@garmontusa.com](mailto:info@garmontusa.com).

**ABOUT GARMONT NORTH AMERICA:** Based in Portland, Ore., Garmont North America is the exclusive distributor for Garmont ski boots and technical outdoor footwear ([www.garmontusa.com](http://www.garmontusa.com)); Movement Skis ([www.movementskis.com](http://www.movementskis.com)); Bridgedale socks ([www.bridgedale.com](http://www.bridgedale.com)); and Life-Link Backcountry Equipment ([www.life-link.com](http://www.life-link.com)). For more information on Garmont North America and their diverse collection of performance designs, please visit [www.garmontusa.com](http://www.garmontusa.com), call 1-800-943-4453, or email [info@garmontusa.com](mailto:info@garmontusa.com).