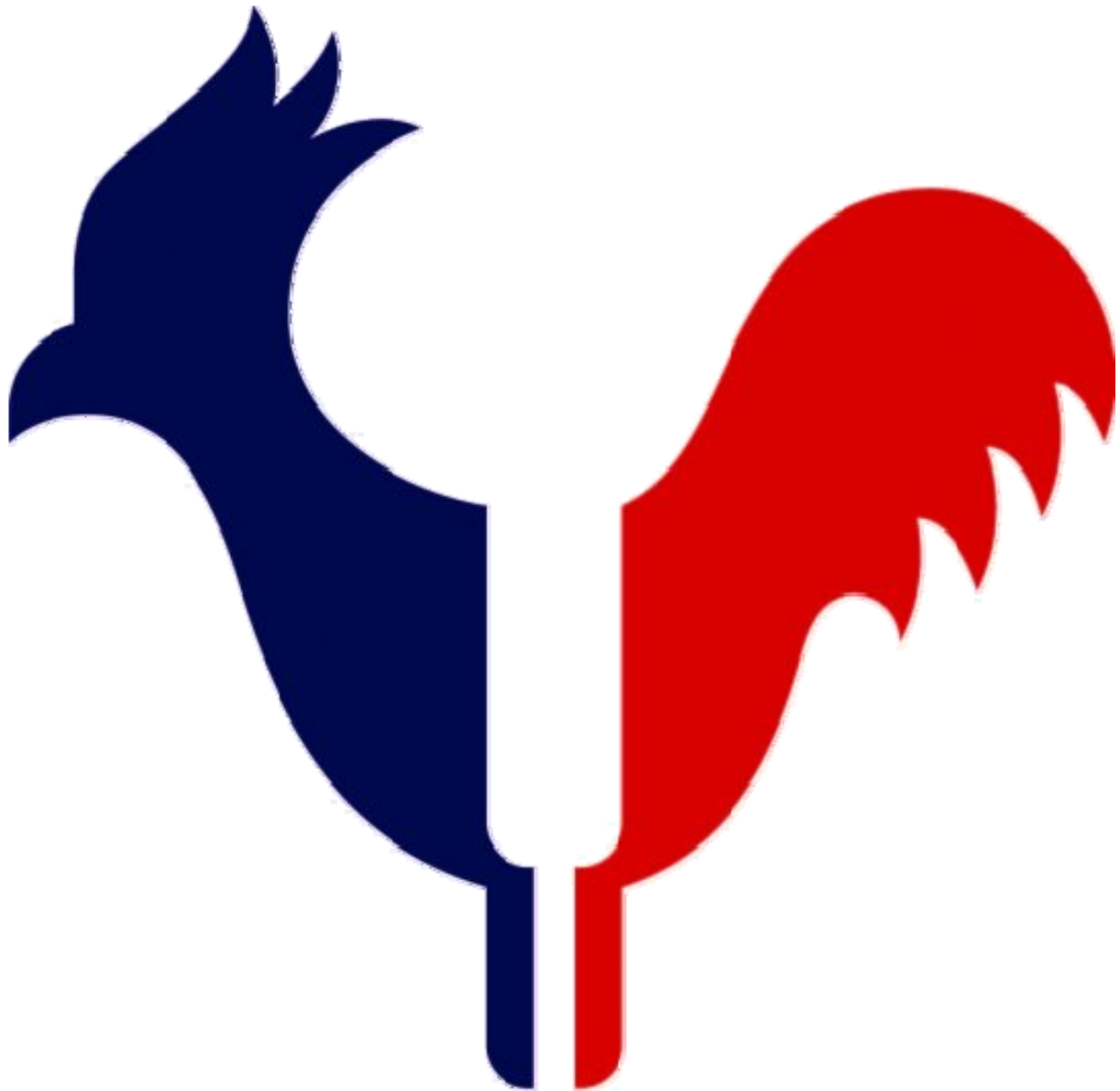


2009-2010 RED WHITE BLUE Nordic Athlete Support Program

(Program introduction and application instructions inside)



ROSSIGNOL

ROSSIGNOL
PURE MOUNTAIN
COMPANY



Dear Athlete/Coach,

I would like to take this time to introduce myself for those of you who do not know me. My name is Ira Edwards, and I am a Nordic Technical Representative for Rossignol Ski Company. I have been racing and now working for Rossignol for over 16 years and involved in Nordic ski racing for even longer. I am also the Director of the RED-WHITE-BLUE Support Program and am looking forward to continuing Rossignol's support of Nordic Skiing in the USA.

Rossignol is very excited about the growth of Elite Junior and Collegiate racing in the USA and we would like to help you achieve your ski racing goals. By producing the best Nordic equipment in the world, Rossignol has been instrumental in helping hundreds of Junior, Collegiate, Senior, and Master level skiers achieve both podium finishes in championship races and, just as importantly, we have helped them achieve their greatest goals. After refining and redesigning our ski line for this season, Rossignol has developed the most state of the art ski equipment available today. The **RED-WHITE-BLUE Support Program** is designed as an incentive plan for those athletes and programs that are truly serious about ski racing. It is also a feeder program for our Elite Team, which is in turn a feeder to the US Ski Team. With the help of the top race department in the industry, Rossignol is offering you the support you may need to make that next step in your racing career. At the same time, Rossignol is looking to our athletes to promote not only our products, but also the sport of Nordic Skiing by being active in their communities and being enthusiastic about our sport. Increasing the number of people skiing will increase the level of racing in the USA and allow us to support our racers in these tough economic times. We want to be a part of your future, the future of Nordic Skiing!

Your equipment will be hand selected by myself from the Rossignol Race Room, along with the equipment for our Elite Team athletes. We work closely with the manufacturing facilities of our skis and also with our World Cup Servicemen to ensure that we can provide the best equipment to our athletes. Please review some information about our company and products on our website, www.rossignol.com if you are interested in any of our programs, please follow the directions for application. All applications will be due by May 1, 2009 via email to me. I will review your resume and to determine where you best fit within the Rossignol family. With our new budgetary calendar, we will now be able to ship all gear well prior to the season in order to allow you to fully prepare for your 09-10 racing season. Please contact me if there are any questions concerning our RED-WHITE-BLUE support programs. Have a great spring and I look forward to hearing from you.

Sincerely,

Ira Edwards
Rossignol Ski Company
RED-WHITE-BLUE Support Program Director
ira.edwards@rossignol.com
1412 Center Dr. / P.O. Box 981060
Park City, UT 84098
Main: (435) 252.3300
Mobile: (907) 440-9112



What is new for Rossignol A stronger USA racing program

4 USST athletes:

Torin Koos, Chris Cook, Liz Stephen, and one female Collegiate Athlete.

5 of 7 US Biathlon A Team athletes:

Tim Burke, Jay Hakkinen, Lowell Bailey, Russell Courrier, Haley Johnson

Rossignol USA's Amateur athletes are having a great year so far as well:

- Podium finish at the USSA XC Nationals in Anchorage, AK.
- Podium finish in the World Junior Biathlon Championships in Canmore, Alta. Canada.
- Many qualifiers for the Canadian World Cups and the U23 and Junior World Championships Teams.
- 2 of the top Americans in the 2009 J1 Scando Cup trip team.
- Victories and Podiums in the 2009 USSA XC Junior Olympics in Truckee.
- Podiums and many top 10 results at the 2009 NCAA championships in Maine.

Skis

New Xium World Cup Series (WCS) skate ski (see release on next 2 pages)

- Significant Weight reduction in the tip and tail (over 25g taken out of the tip compared to only 5g in other brand's new skis). New improved flex pattern that manages to work well in softer snow as well as in sprint racing, while still retaining that traditional Rossignol snap and stability.
- New dimensions and a progressive Cobra Cut based on size.
- This is a complementary ski to our already successful NIS1, NIS2 and NIS2 W skate skis.
- These skis received a very good write-up from Mark Waechter of Nordic Ultratune in his February Newsletter. Check it out at <http://www.ultratune.net/pdfs/feb2009newsletter.pdf>
- Finally, these new skis are Fast! Released on the World Cup in January, these skis quickly won the Dualthon in Whistler, BC. They have won more than 4 other WC skate races for both men and women, and they have many championship medals to their name already:
 - World Championships, in Liberc, CZE
 - ✦ 5 Gold medals in skating events.
 - ✦ 4 Silver medals in Skating events.
 - ✦ 2 Bronze medals in Skating events.
 - ✦ These are just the medals won on these skis, Rossignol Won 3 more gold, 2 more Silver and 1 more Bronze at these championships on other ski models...
 - World Junior Biathlon Championships, Canmore, Alta., Canada
 - ✦ 3 Gold on the New WCS ski
 - ✦ 1 Silver on the new WCS ski
 - ✦ 1 Bronze on the new WCS ski
 - ✦ Rossignol also earned 3 Silver and 2 bronze on other ski models
 - USSA Junior Olympics in Truckee, CA
 - ✦ Gold in the individual Skate 15k Mass Start.

Did I say that these new skis are FAST???

Boots

With the goal of continuing to improve the quality of our X-ium World Cup Boot lineup, we have just opened up a new factory to produce these boots in Romania, and our athletes are already noticing the changes. YKK has produced a new zipper that we are using for our boots as well. Cosmetically, the boots will remain unchanged, but the little details in construction have been greatly improved for this coming season.

As you can see, there are only a few changes for this year, as Rossignol is strongly focusing on bringing home as many medals as possible from the 2010 Vancouver Olympics. You will be excited to see all of the technology changes released at these coming Olympic Games.



Aino Kaisa Saarinen FIN

3 Gold medals: 10 km C, Team Sprint and Relay | 1 Bronze: 15Km Pursuit



Tobias Angerer GER:

2 Silver medals: Team Sprint and the Relay | 1 Bronze: 50 km Free



Congratulations Aino-Kaisa Saarinen on her 3 gold and 1 bronze medals. She was the most successful athlete at these 2009 World Championships! Also, Congratulations to U.S. Ski Team Athlete, Liz Stephen for her great racing! (15th and 17th places in The Pursuit and 30Km Free.)



New X-IUM WCS TIP Technology

Rossignol introduces a new X-ium WCS Skating ski! The ski is constructed with new high-tech, ultra light full carbon top sheet to reduce the skis overall weight. The tip of the ski has been designed with less material to improve the swing weight. The tip has a softer flex to improve the skis glide over uneven terrain and soft snow. The new WCS Skating ski is available in 3 sizes 181cm, 187cm, 193cm. The X-ium WCS Skating ski is the state-of-the-art skating ski for glide and efficiency.

ONEWAY

Birkie 09: 50Km Skate: 1st: Matt Liesch MN, 2nd Bryan Cook WI

Birkie 09: 54 Km Classic Men: 1st: Gus Kaeding MI

54 Km Classic Women: 1st Martina Stursova

Vasaloppet Sweden 09: 1 st Daniel Tynel

Ready for summer training? Oneway roller ski Skate 5 and Classic 5





X-IUM

X-IUM SKATING **WC Series**

New tip profil





ROSSIGNOL SUPPORT PROGRAM QUALIFICATIONS

RED Program Qualifications:

Biathlon – Achieve a finish within 10% of the winning time in a World Championship event.

Special Cross-Country - one of the following must be met:

- Be ranked in the top 3 YOB on the final USSA National points list.
- Achieve a top 10 Finish at the 2009 NCAA championships.
- Achieve a finish within 10% of the winning time in a 2009 J1 Scandinavia Cup Championships event.
- Achieve a top 30 place at the 2009 World Junior Championships
- Class Champion in 2009 Junior Olympic Sprint, Mass start, or Individual Races.
- Top 3 finish in TWO (2) Individual and/or Mass Start 2009 JO races. One Podium Finish can be substituted with an A Final Sprint Finish.

WHITE Program Qualifications:

Biathlon – Achieve a finish within the top 50% of the field in a World Championship event.

Special Cross-Country - one of the following must be met:

- Be ranked in the top 6 YOB on the final USSA National points list.
- Qualify for the 2009 NCAA championships.
- Qualify for the 2009 J1 Scandinavia Cup Championships event.
- Qualify for the 2009 World Junior Championships.
- Qualify for A or B finals in the 2009 JO Sprint Races.
- Top 10 Finish in Individual and/or Mass Start 2009 JO races.

BLUE Program Qualifications:

Biathlon— Qualify for a 2009 USA World Championships team (Youth, Junior, or Senior)

Special Cross Country— one of the following must be met:

- Be ranked in the top 10 YOB on the final USSA National points list.
- Achieve one of the following performance marks at the 2009 USSA Junior National Championships:
 - All-American Status (less than 8% back from the winner on each class) in the mass start freestyle or individual start classic races.
 - Qualify for the heats in the sprint races (top 30 in each class).
 - Be a member of the Winning Team in the relay races.
- Varsity Membership on a NCAA Collegiate or University ski team (will be verified with the Coach)

NOTE: Since Rossignol No longer supports a Nordic Combined or Jumping program on the World Cup, NC athletes must qualify on their Special Cross Country merits. If you are on a NC World Cup or Europa Cup team for the USA, please contact me to see what level of support we can arrange.

If you are an Elite Senior Athlete, and have used up your NCAA eligibility, please consider contacting me to apply for our Rossignol Elite Team.



ROSSIGNOL SUPPORT PROGRAM BENEFITS

RED Program Benefits

- 1 complete Rossignol Xium package (Skis, Boots, Binding, One Way DS10 Poles, Boot Covers), shipped via special order from the Rossignol Group directly to you or your team address.
- Rossignol Care Package (if Needed) including Ski Bag, Roller Duffle, backpack, and a selection of T-Shirts and hats.
- Wholesale pricing -20% on all additional race selected Xium Packages shipped via special order from the Rossignol Group directly to you or your team address.
- Wholesale pricing on 1 additional Nordic ski package (Race, Touring, BC, Telemark) shipped via special order from the Rossignol Group directly to you or your team address.
- Wholesale pricing on Rossignol R-Gear (ski bags, packs, accessories, etc.).
- Wholesale Pricing on Rossignol casual and technical clothing and other soft goods.
- RED Program athletes will also have special pricing on our OneWay Roller Ski products and other Rossignol Elite Team partner's products from companies such as TOKO and Rudy Project.

WHITE Program Benefits

- Rossignol Race Products (skis, boots, bindings, Oneway DS10 poles) can be ordered at wholesale pricing - 20%. All items will be shipped via special order from the Rossignol Group to your local Rossignol Nordic Dealer.
- Rossignol Care Package (if Needed) including Ski bag, Start Line Roller Duffle, and a selection of Rossignol T-Shirts and hats.
- Wholesale pricing on additional selected Nordic products.
- Wholesale pricing on all Rossignol R-Gear (ski bags, packs, accessories, etc.).
- Wholesale Pricing on Rossignol casual and technical clothing and other soft goods.
- WHITE Program athletes will also have special pricing on our OneWay Roller Ski products and other Rossignol Elite Team partner's products from companies such as TOKO and Rudy Project.

BLUE Program Benefits

- Wholesale pricing on race selected Xium skis, boots, bindings and OneWay DS10 Poles, as well as selected Nordic products shipped via special order from the Quiksilver/Rossignol Group to your local Rossignol Dealer.
- Rossignol Care Package including a selection of Rossignol T-Shirts and hats.
- Wholesale pricing on Rossignol R-Gear (ski bags, packs, accessories, etc.).
- Wholesale Pricing on Rossignol casual and technical clothing and other soft goods.
- BLUE Program athletes will also have special pricing on our OneWay Roller Ski products and other Rossignol Elite Team partner's products from companies such as TOKO and Rudy Project.

**If no Rossignol Nordic Dealer is nearby, these RED-WHITE-BLUE orders will be shipped to you directly from the Rossignol Group.*



RED, WHITE BLUE Program Guidelines and Requirements

***NOTE: ALL CURRENT RED-WHITE-BLUE ATHLETES MUST REAPPLY**

1. Athletes must train and compete on ONLY Rossignol products (skis, boots, bindings), OneWay DS10 Poles must be used by RED Program participants (unless you or your program has a sponsorship agreement with another pole company).
2. Any athlete accepted into this program will receive the listed program benefits, but will be eligible to receive additional support based on performance and need, to be determined on an individual basis. You may also be supplied with test products or asked for feedback on current product in order to help us determine how best to change for the future.
3. Athlete's School or Club coach must send a short email in support of the athlete and vouching for his/her character and dedication to his/her sport.
4. Athlete must send an email with a resume of results, explain their short and long term training goals and how Rossignol can help support them, and how you feel that you can best promote Rossignol. This email will also need to include the following:
 - Athlete's Name and complete contact/shipping information.
 - Coach's Name and contact information (email & telephone #).
 - Submit the name of your local Rossignol Nordic Dealer. You may be asked to help at special events in your area.
 - Athlete's Height, Weight, Boot, and Clothing sizes. (Rossignol boots come in size EU 35-49 in 1/2 size increments, and in Regular and Low Volume Fit lasts, clothing comes in standard US sizing)
 - Program you are applying to.
 - Current support level from Rossignol or other equipment companies.
 - Equipment Needs for 2009/10
 - USSA/FIS Number, USSA points, and ranking both overall and by Year of Birth (please include rankings from the last 2 years if available)
 - Any other special considerations or equipment concerns

This emailed application should be sent to ira.edwards@rossignol.com by **May 1, 2009**. Title the email: "**Rossignol RED-WHITE-BLUE Application.**" You will be notified that your email was received within 2 business days. **DO NOT ASSUME THAT YOUR EMAIL WAS RECEIVED.** If you do not receive receipt notice, have your coach or parent forward the application via email. Each applicant will receive a notification of acceptance or rejection by June 1, 2009. Applications submitted well prior to the deadline may receive notice at an earlier date.

PLEASE NOTE: *Rossignol cannot directly support NCAA athletes. We will instead work with your college or university coach to support your ski team within NCAA guidelines. If you are interested in any level of Rossignol support, please apply and I will determine with your coach how best to support your team.*