

Rossignol's 2011
RED - **WHITE** - **BLUE**
Support Programs





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 17 years and involved in Nordic ski racing for even longer. I am also the Director of the RED-WHITE-BLUE Support Program and am again looking forward to continuing Rossignol's support of Nordic Skiing in the USA.

Rossignol produces the best ski equipment in the world and we have helped to support hundreds of Junior, Collegiate, Senior, Elite, and World Cup skiers. Recently, many of the best skiers and biathletes in the USA including Tim Burke, Torin Koos, Liz Stephen, Chris Cook, and Steinbock Racing have skied on Rossignol products. With a new state of art race line for 2010-11, Rossignol can also help you achieve your Nordic Ski Racing goals.

The goal of the Rossignol Red/White/Blue Program is to help support Nordic Ski Racing and to take the sport to new levels in the USA. The Red/White/Blue Support Program offers greater levels of support as the athlete shows greater commitment and results. The program is a feeder program for Rossignol's elite program which helps feed the US Ski Team. We have the top race department in the industry which allows athletes to take the next step in their racing career. In return, the Rossignol expectation is that you will endorse our product and this great sport by being active in the ski community and be enthusiastic about the sport. We feel that this program has and will continue to increase the number of people skiing in the USA which will fuel successful racing in the future.

Your equipment will be hand selected by myself from the Rossignol Race Room, along with the equipment for our Elite and US Ski 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 in this brochure and 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, 2010** 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 10-11 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
The Rossignol Group
RED-WHITE-BLUE Support Program Director
ira.edwards@rossignol.com
Mobile: (907) 440-9112



ROSSIGNOL

PURE MOUNTAIN
COMPANY



New X-ium Skate Package Race performance for technical skiers!

Unique X-ium Construction modified for 2010-2011

- New and improved NIS1 and NIS2 models
- New Carbon tip reduces the ski weight by 20-30g over existing WCS skis.
- Lower and shorter tip allows for less swing weight.
- New flexes for a better pressure distribution in a broader range of snow conditions.
- New shorter size (-1cm) for improved maneuverability.
- NIS plate (Nordic Integrated System) offers easy assembly and allows the skier to personalize the on-snow behavior. 100% contact, power transfer, and stability.
- Racing Cobra Sidecut improves flow and stability and enables quick returns to ski center when glide phase is complete (A Rossignol innovation for over 20 years!).
- Full carbon deck and 3D torsion box construction: The ideal balance between energy transfer and fluidity.
- Nomex Honeycomb core: Light and supple, a market leader that others have followed.
- Double groove: Outstanding stability for over 20 years!
- Control Edge: Increased torsional rigidity.

All New, Light-Weight Ski boots

- New design and materials for an extremely lightweight boot in Skate, Pursuit, and Classic models.
- Water-resistant and asymmetrical lacing and lace covers: more precise fit and improved comfort.
- Internal sock: Full liner foot wrap, fits like a glove.
- New Ultrasound stitching for improved durability.
- Improved Thermo Adjustable Fit to maximize comfort and feel.
- Over 100g weight loss!!!

New Rottefella X-Cellerator NIS binding.

- At 170g, it is the lightest racing binding in the world! (No screws are needed with NIS bindings)
- Large opening angle for more powerful kick and increased stability
- New flexor cartridge for freer natural movement of the foot. Very secure and yet easy to change.
- Ramped angle toe piece for improved forward pressure
- Huge weight loss!

New OneWay Diamond Storm 10 Titanium poles.

- New titanium weave insert for improved strength.
- Improved carbon layering.
- Thermal transfer graphics to save weight.
- Flash Baskets now available in sizes XS, S, M, and now L. At only 8 grams in size Small, this is a LIGHT basket!
- New and improved contoured Rabbit strap with XC Dry wicking liner.
- Available in Kit form, 150-180cm in 10cm increments.

Overall, the package loses over 250g, which at 1 stride for every 3-4m of skiing, is over a 800kg weight savings on a 10km race!!! HUGE!!!

New X-ium Classic Package

Continuing a VERY successful classic ski lineup with only minor improvements in the Sure-Kick flex distribution and ski base refinements with the NIS C1, NIS C2 and NIS C2 Rubber skis. Similar improvements to the Skate package in the Boots, Bindings and poles.



ROSSIGNOL

PURE MOUNTAIN
COMPANY



X-ium WC Skate Boots

Regular and Low Volume Lasts
Reg in 39-49 with 1/2 sizes
LVF in 35-45 with 1/2 sizes

X-ium WC Pursuit Boots

Regular Volume Last
Reg in 36-48.5 with 1/2 sizes

X-ium WC Classic Boots

Regular and Low Volume Lasts
Reg in 39-49 with 1/2 sizes
LVF in 35-45 with 1/2 sizes



NEW Rottefella NIS R5 X-Celerator Skate and Classic Bindings

New cartridge flexors included



NEW OneWay Diamond Storm 10 Poles

Available in 150, 160, 170, 180cm kits



New X-ium WC Skate Package



NEW X-ium WC Classic Package





ROSSIGNOL SUPPORT PROGRAM QUALIFICATIONS

RED Program Minimum 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 for Juniors, or under 75pts for senior men and 100pts for senior women.
- Achieve a top 10 Finish at the 2010 NCAA championships.
- Achieve a finish within 10% of the winning time in a 2010 J1 Scandinavia Cup Championships event.
- Achieve a top 30 place at the 2010 World Junior Championships
- Achieve a top 20 place at the 2010 World Championships
- Class Champion in 2009 Junior Olympic Sprint, Mass start, or Individual Races.
- Top 3 finish in TWO (2) Individual and/or Mass Start 2010 JO races. One Podium Finish can be substituted with an A Final Sprint Finish.

WHITE Program Minimum 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 for juniors, or under 100pts for senior men and 125pts for senior women.
- Qualify for the 2010 NCAA championships.
- Qualify for the 2010 J1 Scandinavia Cup Championships event.
- Qualify for the 2010 U23/World Junior Championships.
- Qualify for A or B finals in the 2010 JO Sprint Races.
- Top 10 Finish in Individual and/or Mass Start 2010 JO races.

BLUE Program Minimum Qualifications:

Biathlon— Qualify for a 2010 USA World Championships team (Youth, Junior, or Senior)

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

- Be ranked in the top 15 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 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).

NOTES:

1. Rossignol No longer supports a Nordic Combined or Jumping program on the World Cup, so 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.
2. 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.
3. Meeting the minimum qualifications does not guarantee placement in that support program. There are a limited number of spaces in each program, and we wish to have those athletes with the best personalities and chance of success in our programs.





ROSSIGNOL SUPPORT PROGRAM BENEFITS

RED Program Benefits

- 1 complete complimentary Rossignol X-ium package (Skis, Boots, Bindings, One Way DS10 Poles, Boot Covers), shipped via special order from the Rossignol Group directly to you or your team address.
- VERY special discount pricing on all additional race selected X-ium World Cup and OneWay items shipped via special order from the Rossignol Group directly to you or your team address. Complimentary bindings will be provided for all X-ium ski purchases.
- Rossignol Care Package (if Needed) including Ski Bag, Duffle, backpack, and a selection of T-Shirts and hats.
- Wholesale pricing on 1 additional Nordic ski package (Race, Touring, Metal Edged 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 (X-ium 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, 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 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 participating Rossignol Nordic Dealer is nearby, these RED-WHITE-BLUE orders will be shipped to you directly from the Rossignol Group.





RED - WHITE - BLUE Support Program Application 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, how Rossignol can help support these goals, and how you feel that you can best promote Rossignol in your community. This email will also need to include the following:
 - Athlete's Name and contact/shipping information (include a phone number and valid email).
 - Coach's Name and contact information (include a phone number and valid email).
 - Submit the name of your local Rossignol Nordic Dealer, along with a good contact person and telephone #. 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 ½ size increments, and in Regular and Low Volume Fit lasts, clothing comes in standard US sizing).
 - Support program you are applying to.
 - Current support level from Rossignol or any other equipment companies.
 - Equipment Needs for 2010/11.
 - 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, 2010**. Title the email: "**Rossignol RED-WHITE-BLUE Application for (your name).**" You will be notified that your email was received within one week. **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 15, 2010. Outstanding applications submitted well prior to the deadline may receive consideration and program acceptance 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.

