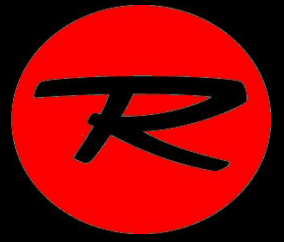


ROSSIGNOL



2011-2012 ROSSIGNOL

RED-WHITE-BLUE

Support programs

ONEWAY

THE AUTHENTIC NORDIC SPORTS BRAND

(program details inside)



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 18 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. You may have heard that I broke my back fixing some ski trails this winter, suffering a spinal cord injury. I want you to know that I am still dedicated to supporting the best Nordic athletes in the USA. My passion for skiing is as strong as ever, even if I will be in a sit ski.

Rossignol is very excited about the growth of elite racing in the USA and we would like to help you achieve your ski racing goals. 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. Rossignol has developed the most state of the art ski equipment available today. Our athletes and results have shown this: National XC Titles in Men's and Women's races, Junior National Champions, Collegiate Championship podium finishers, World championship competitors and marathon champions for this season. And there are still more races to come!

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. Thanks to the help of our athletes, we were entirely sold out of racing product this season. 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. 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, 2011 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

Rossignol Group

RED-WHITE-BLUE Support Program Director

ira.edwards@rossignol.com

1413 Center Dr. / P.O. Box 981060 Park City, UT 84098

Main: (435) 252.3300

Mobile: (907) 440-9112





Rossignol Equipment Info

X-ium Skate Package

Race performance for technical skiers!

- Carbon tip reduces the ski weight by 20-30g over previous WCS skis.
- Lower and shorter tip allows for less swing weight.
- Refined flexes for a better pressure distribution in a broader range of snow conditions.
- Shorter size 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.

Unique X-ium Construction

- 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.
- Control Edge: Increased torsional rigidity.

Comfortable, Light-Weight Ski boots

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

Rottfella X-Cellerator NIS binding.

- At 170g, it is the lightest racing binding in the world! (especially when you take into account the screw weight of others on the market)
- Large opening angle for more powerful kick and increased stability
- New flexor cartridge for freer natural movement of the foot.
- Ramped angle toe piece for improved forward pressure
- Huge weight loss!

New OneWay Diamond Storm Premio 10 poles. <http://www.onewaysport.com/premio>

- Unbelievable 18% better in stiffness
- Incredible 20% better in strength and durability
- Unchanged in weight and swing (58g/m!)
- All new 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.

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 and Bindings.





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 Only
Available 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



Rottefella NIS R5 X-Celerator Skate and Classic Bindings
New cartridge flexors included



Overboot



NEW OneWay Diamond Storm PREMIO Poles
Available in 150, 160, 170, 180cm kits



X-ium WC Skate Package



X-ium WC Classic Package



OneWay Rollerski Products Available in early May 2011



Skate 5 – Redesigned with slower wheels



Classic 5 – Redesigned with slower wheels



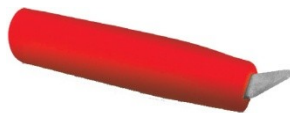
Classic 11 – New carbon shaft and Med/Slow Wheels
– weight range 120-177# (perfect for Juniors)



Classic 13 – New carbon shaft and Med/Slow Wheels
– weight range 165-210#



Ski Roller Tip 9mm



Ski Roller Tip 10mm



Thermo Belt XC-DRY





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 YOYB on the final USSA National points list for Juniors, or under 70pts for senior men and 100pts for senior women.
- Achieve a top 10 Finish at the 2011 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 2011 World Junior Championships
- Class Champion in 2011 Junior Olympic Sprint, Mass start, or Individual Races.
- Top 3 finish in TWO (2) Individual and/or Mass Start 2011 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 YOYB on the final USSA National points list for juniors, or under 90pts for senior men and 125pts for senior women.
- Qualify for the 2011 NCAA championships.
- Qualify for the 2011 J1 Scandinavia Cup Championships event.
- Qualify for the 2011 World Junior Championships.
- Qualify for A or B finals in the 2011 JO Sprint Races.
- Top 10 Finish in Individual and/or Mass Start 2011 JO races.

BLUE Program Minimum Qualifications:

Biathlon— Qualify for a 2011 USA World Championships team (Youth, Junior, or Senior)

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

- Be ranked in the top 15 YOYB on the final USSA National points list, or under 115 pts for senior men and 150pts for senior women.
- Achieve one of the following performance marks at the 2011 USSA Junior National Championships:
- All-American Status (less than 8% back from the winner on each class) in the mass start or individual start 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 Racing Team.

(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 the best athletes with the best personalities in our programs.)





ROSSIGNOL SUPPORT PROGRAM BENEFITS

RED Program Benefits

- 1 complete complimentary Rossignol Xium package (Skis, Boots, Binding, One Way Premio10 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 Xium 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 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.

WHITE Program Benefits

- Rossignol Race Products (Xium skis, boots, bindings, Oneway poles) can be ordered at wholesale pricing -20%. All items will be shipped via special order from the Rossignol Group directly to you or your team address.
- 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.

BLUE Program Benefits

- Wholesale pricing on race selected Xium skis, boots, bindings and OneWay Poles, as well as selected Nordic products shipped via shipped via special order from the Rossignol Group directly to you or your team address.
- 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.





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 Poles must be used by RED Program participants receiving complimentary equipment on loan.
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 with how Rossignol can help support them, 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 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, Skate and Classic pole lengths, 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)
- 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, 2011**. Title the email: **"Rossignol RED-WHITE-BLUE Application."** 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 1, 2011. Outstanding applications submitted well prior to the deadline may receive consideration and 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.*

