

For Immediate Release

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U.S. Ski Team Chooses Advanced Racing Computers as Official Supplier, Integrates vLink™ Racing Computer into Alpine Training Programs

McMINNVILLE, Ore. – March 30, 2007 – Today, Advanced Racing Computers, a company dedicated to applying patented technology to help athletes achieve optimum performance, announced it has been named as an official equipment supplier for the U.S. Ski Team. The team will also integrate the company's vLink™ racing computer, a breakthrough performance measurement tool for alpine racers, into its sports science and training programs.

The vLink racing computer precisely and instantly measures the movement of a racer's skis across snow. The data is then used to make measurements of lateral ski displacement, approximate edge angle, top speed, average speed and distance traveled. Racers and their coaches can use these metrics to experiment with tactics and techniques, and then analyze their effects on skiing performance.

"Our goal is to use this new technology to help us improve our understanding of why some racers are faster than others and what tactics are more appropriate than others in various situations," said Andy Walshe, U.S. Ski Team associate director of high performance. "In addition to being an analytical tool for research, it's also a personal training tool that provides athletes with feedback on their technique. What you can measure you can improve, and the more immediate the feedback, the more useful the tool."

The agreement, which runs through the 2010 Vancouver Winter Olympics, calls for Advanced Racing Computers to supply the U.S. Ski Team with vLink racing computers and technical expertise. The team then plans to integrate the vLink racing computer into its elite athlete research and training programs, which form the basis of content for the U.S. Ski and Snowboard Association's (USSA's) national education programs.

"We use leading edge technologies like the vLink with our elite athletes to fully explore and

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exploit its capabilities,” stated Walshe. “Then we incorporate the advances into the education programs that the USSA propagates to the racing community across the country. The accelerated development of young racers is a critical element in feeding our national team with fresh talent and is an important factor in our country’s success among the world’s racing elite.”

Until now, performance feedback has come only from the course timing system, videos reviewed after leaving the slopes, and comments from coaches. According to Walshe, coaches do not always have an easy time convincing racers of technical issues in their skiing. The vLink training technology provides coaches with an objective source of information to advance beyond debate and to focus on how a racer can improve technique.

“The information we are gaining from the vLink is something we have been waiting on for years,” said U.S. Ski Team Alpine Director, Jesse Hunt. “The ability to measure ski speed, among other components, at a given point while skiing provides a window into the subtleties of our sport. This is truly revolutionary and will potentially provide us with knowledge to advance the teaching of our sport.”

The vLink system is comprised of four components: one optical technology pod for each ski (referred to as a “shuttle”), a set of ear buds, and a small wireless remote control, which receives data, displays performance measurements and generates instant audible feedback on carving precision and velocity. For research and development with the U.S. Ski Team, a specially-developed system also provides data linkage to computers for detailed analysis and synchronization with video.

The vLink racing computer is also being used by the U.S. Ski Team as a centerpiece for its new Ski for Gold: A U.S. Ski Team High Performance Clinic program. The Ski for Gold program is a high-end consumer clinic conducted by the team's high performance and sport science athletic staff, along with top U.S. Ski Team athletes. The Team's first Ski for Gold clinic was held in March at Deer Valley Resort in Park City, Utah.

The vLink racing computer may be purchased directly from Advanced Racing Computers (www.advancedracingcomputers.com) at the retail list price of \$749.00 (including a one-year parts and labor warranty). Additional shuttle mounts can be ordered separately,

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enabling the racer to use the system with multiple pairs of skis.

About Advanced Racing Computers

Advanced Racing Computers is a sports technology company based in McMinnville, Oregon. Formed as a product venture of Andrews-Cooper Technology, Inc. and KSP Research, LCC, Advanced Racing Computers is dedicated to the principle that a racer's ability to measure performance is essential to his or her ability to improve. For more information, please visit www.advancedracingcomputers.com.

About USSA

The U.S. Ski Team, governed by the U.S. Ski and Snowboard Association, the national governing body of Olympic skiing, fields and maintains teams of world-class athletes for national and international competition, including the Olympic Games. With the vision to be the best in the world in Olympic skiing, the Team coordinates national development and elite programs in five distinctly different Olympic sports: alpine, cross country, freestyle, nordic combined and ski jumping, as well as Paralympic sports disabled alpine and disabled cross country.

MEDIA NOTE: Photos demonstrating the vLink racing computer in use in a U.S. Ski Team High Performance Clinic are available at the following link:

<http://ussa.smugmug.com/gallery/2636512#139265554>

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