

Thinsulate™ Insulation Sponsors the U.S. Ski Team Through 2010 - 2011

Thinsulate™ Insulation recently announced its commitment to a four-year sponsorship agreement as an official supplier to the U.S Alpine Ski Team and the U.S. Disabled Ski Team through the 2010 - 2011 race season.

Thinsulate insulation, in conjunction with Spyder Active Sports, the official uniform and outerwear supplier to the U.S. Ski Team, will be the featured insulation material used within the Team's official uniform collection. The Spyder and Thinsulate insulation logos will appear on the Team's racing uniforms as well as additional uniforming.

Thinsulate insulation and Spyder, in effect, co-sponsor the patch that appears on the left sleeve of all alpine race suits. The Thinsulate insulation patch will also appear on the outerwear, jackets and competition suits for team athletes, staff, trustees and sponsors of the U.S. Alpine Ski Team.

"We're excited to be associated with the U.S. Ski Team and their high-performance needs. Ski racers train and compete in extremely harsh winter conditions, which is exactly the environment Thinsulate insulation was designed for," said Paul Zimmerman, global brand manager for Thinsulate insulation.

"For years Thinsulate insulation and Spyder have worked together to create high performance outerwear and accessories, so this co-sponsorship was a good match for both brands. We hope to create more co-branding programs within the snowsports industry," added Zimmerman.

"Spyder welcomes Thinsulate insulation as our new co-sponsor of the U.S. Ski Team. We've been extremely proud to support these athletes, and know that Thinsulate insulation will discover the thrill and rewards of being associated with them," said Kathy Carroll, Spyder's marketing director.

Athletes are also impressed by the new sponsorship. "It's important to us to know that Spyder and Thinsulate insulation are helping to provide the Team with the best protection and performance wear to face the changing winter conditions out on the mountain," said U.S. downhill racer Steven Nyman. "I'm excited to know that they're totally behind us in our pursuits to be the best. Staying warm and dry is key."

The U.S. Ski Team spends more than 200 days of the year traveling, training and competing around the world from North America to the Southern Hemisphere to Europe and athletes and staff are faced with varying weather conditions. Thinsulate insulation is looking forward to being a part of the team and helping to support the athletic success of America's best athletes by providing quality products together with Spyder. The new sponsorship provides an opportunity for ski enthusiasts around the world to be exposed to the Thinsulate insulation brand as well as see it being used in high performance situations.

About Thinsulate insulation

Introduced more than 25 years ago, Thinsulate insulation was the original "warmth without bulk" insulation. Since Thinsulate insulation's inception, 3M has continued to look for more innovative and high-tech warmth for today's active, outdoor enthusiast. The current line of Thinsulate insulation products includes Thinsulate loft insulation, Thinsulate ultra insulation, Thinsulate supreme insulation and Thinsulate flex insulation. For more information, visit www.3M.com/Thinsulate.

About Spyder Active Sports

Spyder revolutionized ski apparel in 1978 with a padded slalom sweater designed “for racing, by racers.” Today, it’s the best selling ski brand in the world. Renown for integration of high-tech fabrication, fashion and function, Spyder products are the choice of the US and Canadian Alpine Ski Teams and the Canadian Freestyle World Cup Teams. Always athlete tested and performance-driven, Spyder products range from casual mountain-lifestyle clothing to technical apparel for any outdoor pursuit. Based in Boulder, Colorado, Spyder apparel is distributed in over 50 countries worldwide. For more information about Spyder, visit www.spyder.com

About the U.S. Ski Team

The U.S. Ski Team is governed by the U.S. Ski and Snowboard Association, the national governing body for Olympic skiing and snowboarding. The century old organization manages year-round nationwide development and elite programs, including the national teams, in six distinctly different Olympic sports: alpine, cross country, freestyle, nordic combined, ski jumping and snowboarding, as well as two Paralympic sports - disabled alpine and disabled cross country. USSA is based in Park City, Utah. For more information, visit www.usskiteam.com or www.ussnowboarding.com.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company’s customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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