



OFFICIAL SUPPLIER

BOMBER



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Bode Miller Switches to Bomber Ski

NEW YORK, NY – November 2015 – **Bode Miller** and **Bomber Ski** (www.bomberski.com) confirmed rumors flooding the ski industry this month when they jointly announced that Bode Miller, the most decorated U.S. Olympic skier of all time, has switched to the Manhattan-based luxury brand and artisan ski equipment company as a part-owner and athlete. Although Miller will focus on his family this season, the racer has left his future in the sport open.

Miller made the announcement with fellow Bomber Ski owners Robert Siegel and KT Stallings Bren at “A Snow Affair,” a fundraiser for the U. S. Ski Team hosted by Bomber Ski and SNOW Magazine at Bomber Ski’s Fifth Avenue headquarters.

“For the first time ever, I found a ski company that enable skiers of every level to experience the quality of skis normally reserved only for the best racers in the world,” Miller said, addressing more than 350 avid fans at the event. “On Bomber skis, all skiers – beginner, intermediate and expert – will be able to greatly enhance their everyday ski experience.”

Contrary to the typical sponsor relationship, not only will Miller ski exclusively on Bomber skis, but he joins Bomber as an equity owner and is an integral part of the company, working closely with the Bomber team in all aspects of the business.

“I’m excited to be playing an essential role at Bomber,” Miller announced. “Our skis are remarkable, and to start with such design integrity and quality from which to engineer the skis I have dreamed of is incredible.” Miller says he will continue to develop Bomber’s race skis and perhaps personally take them on the World Cup Tour. He also hopes to sign young American racers to the brand.

Bomber skis are available at www.bomberski.com, at Bomber’s Manhattan store at 538 Madison Avenue, and at select ski shops in North America and Europe.

About Bomber Ski

Bomber Ski is a Manhattan-based luxury artisan ski equipment company passionate about crafting the world's best skis. An official supplier to the U.S. and Canadian Ski Teams, Bomber produces a full line of hand-crafted All-Mountain and World Cup-regulation race and freestyle skis at its factory in the Italian Alps. Bomber also offers the best bindings and poles on the market, including signature Bode Miller poles. For more information, visit www.bomberski.com.

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