

hart.
Skis

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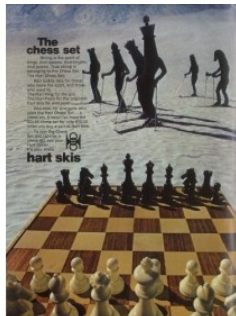
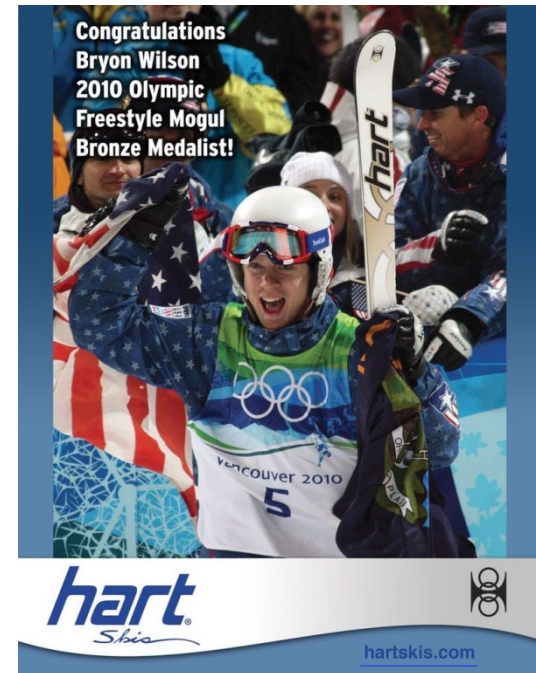


OFFICIAL SUPPLIER
U.S. FREESTYLE SKI TEAM

America's Ski Company

The *hart* Advantage

- ◆ 56 year global brand heritage for producing the finest handmade skis in the Industry
- ◆ Endorsed and skied by Junior, World Cup and Olympic medalists
- ◆ Official supplier to US Ski Team
- ◆ Controlled market distribution
- ◆ No big box retailer sales
- ◆ Consumer referral programs
- ◆ Tailored co-op sell-through advertising programs
- ◆ Promotional event assistance
- ◆ Comprehensive product knowledge, training and support
- ◆ Factory direct warranty programs
- ◆ Ongoing retailer social media engagement



Marketing and Distribution

- ◆ **hart's** cost efficient sales operation consists of a combination of a factory direct team targeting key channels and flagship retailers, complimented with geographically appointed manufacturers representatives focusing on second tier markets/accounts.
- ◆ **hart's** marketing model focuses on leveraging the *hart* brand with the global visibility generated by world class athletes performing and winning on *hart* products.
- ◆ Retail marketing is further enhanced by a strategic blend of deploying targeted sell-in and sell-through programs that create aggressive “buy opportunities”. This is complimented by highly tailored “sell through” promotional campaigns designed to increase retail inventory turns and reorder cycles.
- ◆ **hart** is exploiting “social engagement,” generating new eye balls via a creative integration of social media platforms with a retail objective designed to convert clicks into revenue generating customers.



Award winning graphics in marketing and promotional material.



hart Quality *Skis*

- ◆ **hart** integrates CAD-CAM product design to create proprietary molds. This produces custom, hand finished skis with the highest ISO quality assurance standards. Flexible production allows us to monetize speed-to-market efficiencies and still market product at *competitive price points*.
- ◆ **hart** utilizes heavier 2mm laminated strips of offsetting types of wood instead of inexpensive - and less robust - 5mm strips found in most wooden core manufacturers skis. This reduces warping and enhances structural integrity.
- ◆ **hart** adds strength integrity to its cores design; laminated strips are placed with alternating grain patterns end-to-end. This technique offsets what is referred to as the *Coriolis effect* that causes wood to warp in the direction of the grain due to the natural clockwise twist with which trees grow.
- ◆ **hart** matches specific laminating epoxies to specific types of wood and other high tech composites which provides ultimate material bonding cohesion.
- ◆ **hart** material selection process and design integration specifies inclusion of high tolerance specially placed rubber dampening foils, Carbon Fiber and Kevlar strips, and triaxial fiberglass. Each of these are then auto wrapped around pre-treated, cross laminated wooden cores and edged with RHC 48 grade hardened steel. In Hart's high performance models, additional titanal layers add high speed torque, torsional rigidity and lessen chatter.
- ◆ **hart**'s proprietary design and materials are coupled with precision manufacturing and stringent QC implementation standards which creates exceptional weight /balance ratios. This translates to large gains in speed, dampening stability, precision, turn execution and tracking performance.

2010 – 2011 Milestones

- ◆ **hart** utilizes extensive market research and closely monitors emerging trends to formulate our product mix. With the growing demand for Fat (80mm+) and Reverse Camber skis, **hart** proactively designed and introduced three Big Mountain/Powder skis.
- ◆ **hart** launched our first true front rocker 115mm wide body Powder ski – The Wizard. It is designed with a more conventional straight tail, which adds additional stability and ease of turning. These qualities are prized by the freeride market segment.
- ◆ **hart** added four additional international distributors: Korea, Russia, Spain and Kazakhstan.
- ◆ **hart** deployed our “New Media” strategy.
- ◆ **hart** Athlete Emiko Torito placed 2nd in the Subaru Extreme Freestyle Skiing Competition skiing the 96mm Hart One, expanding **hart** 's credibility into the Big Mountain arena.
- ◆ **hart** Athlete Patrick Deneen won the 2011 US National Mogul Championship at Stratton. **hart** Athlete Bryan Dyer placed 3rd.
- ◆ **hart** Athlete Bryon Zemba won the FIS Junior World title.
- ◆ Photo of **hart** Athlete Patrick Deneen at the 2010 Olympics was chosen as one of the Sports Illustrated Pictures of the Year.





hart Achievements In Three Competitive “World Tour” Seasons:

- ◆ 2009 FIS World Championship Gold Medalist – Patrick Deneen
- ◆ 2010 Olympic Bronze Medalist – Bryon Wilson
- ◆ 3 out of the last 4 US National Champions
 - 2008 Michael Morse – US National Singles and Duals Champion
 - 2009 Brad Wilson – US National Singles and Duals Champion
 - 2011 Patrick Deneen – US National Singles Champion
- ◆ 2 Rookies of the Year
 - 2008 World Cup Rookie of the Year – Patrick Deneen
 - 2009 World Cup Rookie of the Year – Philippe Marquis
- ◆ 2011 Subaru Extreme Freestyle Silver Medallist – Emiko Torito
- ◆ 2011 Junior World Cup Champion – Bryan Zemba
- ◆ 5 out of 8 of the 2010 US Olympic Freestyle Mogul skiers
 - 4 out of 4 Men's skiers
 - 1 out of 4 Women's skiers
- ◆ 12 US Ski Team members, 6 out of 6 of the newest team members
- ◆ 9 of 11 of the US Junior 2011 World Championship Team skiers

US Freestyle Ski Team

- Patrick Deneen
- Bryon Wilson
- Brad Wilson
- Michael Morse
- Nate Roberts
- Emiko Torito
- Kayla Snyderman
- Bryan Zemba
- Sho Kashima
- Bryan Dyer
- Jay Panther
- Alyssa Lawson
- Brittnay Lowree

Russian Freestyle Ski Team

- Alexandr Smyshlyeav (Captain)

Canadian National Ski Team

- Phillippe Marquis
- Alexa Dufresne

Korean National Ski Team

- Myung Joon Seo

Team Kazakhstan

Product Categories

hart sells its ski products into five key *growth* market segments: **Freestyle Mogul, All Mountain, Big Mountain, Powder and Park and Pipe.**

- ◆ **hart's** Freestyle Mogul skis are the market leader: The F17 Series is skied by Junior, World Cup and Olympic champions around the world.
- ◆ **hart** participates in the All Mountain segment with two innovative upscale and high performance skis: the Pulse/Cheetah with its 77mm waist and the Hart Attack ski with its 86mm wide waist.
- ◆ **hart** has entered the fastest growing Big Mountain market segment with its One with a 96m waist and the Outback with its 105mm waist.
- ◆ **hart's** newest entry into the Powder Ski market segment is the highly acclaimed Hart Wizard. 115mm wide at the waist with a 145mm front rockered tip and relatively straight 130mm tail, the Wizard was designed and thoroughly tested by some of the best powder skiers in Utah. The Wizard was promoted heavily in the spring of 2011 and is available for fall 2011 delivery.
- ◆ **hart** participates in the specialty Park and Pipe market segment with the Hornet and the Totally Twisted that are part of our 18 SKU assortment.

2011-2012 *hart* Product Line



Competitive Mogul Skis

- F17 World Cup
- F17 Classic
- F17 Rocket
- F17j Junior Mogul

Race

- SL
- GS

All Mountain F Series

- F17 Classic
- Pulse
- Cheetah

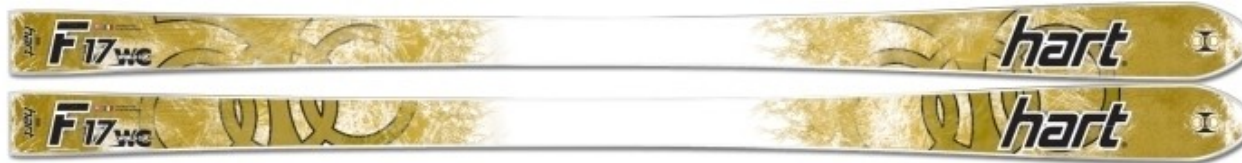
All Mountain Mid Fat/Fat/Powder

- Attack
- One
- Outback
- Wizard

Park and Pipe

- Hornet
- Totally Twisted

F17 World Cup



DESCRIPTION

The F17 World Cup Mogul Ski uses KevGlass90™ construction conceived and developed for skiers who prefer a narrower tip and tail than our F17 Classic Mogul Ski. This was the ski worn by US Freestyle Ski Team member Patrick Deneen when he won the Gold Medal at the 2009 FIS Freestyle World Championships at Inawashiro, Japan. The course was treacherously steep and hard packed, but Patrick rocketed his F17 World Cups down the mountain, carving quickly and surely to victory.

TECHNICAL INFORMATION

- CORE: Microfiber laminate of ash and beech with a layup of 90° triaxial fiberglass with Kevlar® inserts and special epoxies.
- EDGES: 48RHC steel rolled.
- SIDEWALLS: Melamine UHMW sidewalls provide dampening and direct the skier's energy onto the edges allowing fast edge to edge.
- TOPSHEET: ISO Grippa mesh surface for looks and protection.
- BASE: Stone-ground graphite base allow these skis to match GS racing skis for speed.

SPECIFICATIONS

- Length: 168cm Side cut: 99-66-87
Length: 175cm Side cut: 99-66-87

F17 Classic



DESCRIPTION

The most successful competitive Mogul skis on the market. The F17 Classic is **hart**'s most versatile mogul ski. Bryon Wilson won the Bronze Medal at the Vancouver 2010 Olympics on this very ski. The F17 Classic uses **hart**'s unique KevGlass90™ construction to be super quick, responsive and filled with high energy that allows you to attack the bumps head-on with speed. By its design, the F17 Classic can also be skied all mountain as well, thus making it a great value. It is two skis for the price of one!

TECHNICAL INFORMATION

CORE:	Microfiber laminate of ash and beech with a layup of 90° triaxial Fiberglass with Kevlar® inserts and special epoxies.
EDGES:	48RHC steel rolled.
SIDEWALLS:	Melamine UHMW sidewalls provide dampening and direct the skier's energy onto the edges allowing fast edge to edge movement. The F17 Classic has the most aggressive and most effective side-cut in a mogul ski.
TOPSHEET:	ISO Grippa mesh surface for looks and protection.
BASE:	Stone-ground graphite base allow these skis to match GS racing skis for speed.

SPECIFICATIONS

Length: 147 cm	Side cut: 104-64-92
Length: 157 cm	Side cut: 104-64-92
Length: 167 cm	Side cut: 104-64-92
Length: 175 cm	Side cut: 103-66-89
Length: 180 cm	Side cut: 103-66-89

F17 Rocket



DESCRIPTION

Designed by Patrick Deneen, the F17 Rocket is built for the lighter weight freestyle mogul enthusiast who will eventually transition to the F17 World Cup or Classic ski as their career develops. The F17 Rocket uses **hart**'s Compglass® fiberglass mesh technology laid up over a laminated maple wood core with UHMW sidewall construction to give the ski quick edge to edge responsiveness.

TECHNICAL INFORMATION

CORE: Laminated maple wood core with a layup of Hart Compglass® fiberglass, special epoxies and rubber dampening.
EDGES: 48RHC steel.
SIDEWALLS: Melamine UHMW.
TOPSHEET: ISO Sport Nylon.
BASE: PTEX 4001.

SPECIFICATIONS

Length: 140 cm Dimensions: 93-66-83 Radius: 18
Length: 147 cm Dimensions: 94-66-84 Radius: 19
Length: 154 cm Dimensions: 95-66-85 Radius: 20

F17 Junior



DESCRIPTION

The F17 Junior Mogul Ski was designed as an entry level development ski for kids. The versatility of this ski allows young mogulers to not only navigate the bumps easily, but also ski all mountain.

TECHNICAL INFORMATION

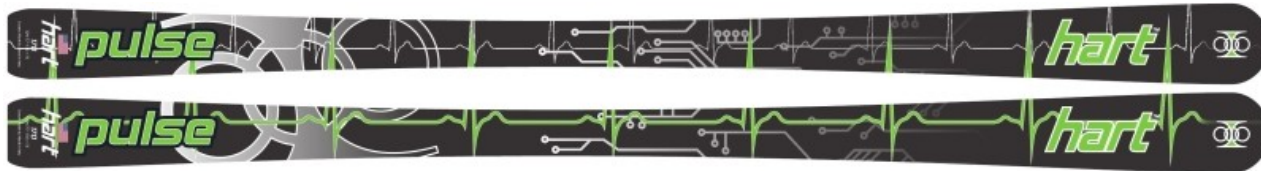
Lighter in weight to help younger skiers better maneuver their skis, the F17 Junior is a metal capped ski with ISO8210 mesh top sheet. The ski's graphic is also the same great design used for its big brother, the F17 Classic.

SPECIFICATIONS

Length: 125 Sidecut: 103-65-90

Length: 135 Sidecut: 104-65-91

Pulse



DESCRIPTION

The Pulse, with its striking ISO Sport 4D graphic, is fast becoming the premier all mountain ski. Lively, maneuverable, versatile, and lots of fun, this ski loves to carve up the groomers and then go over and play in the soft stuff. Skier friendly, energetic and snappy, yet smooth and predictable are the trademarks of its performance.

TECHNICAL INFORMATION

CORE: Microfiber laminate constructed of ash and beech, unidirectional fiberglass interlaced to 90°, and anti-vibration rubber strip.
SIDEWALLS: Melamine
TOPSHEET: 4D ICP top sheet sublimated from below
BASE: Graphite
TIP and TAIL: Aluminum

SPECIFICATIONS

Length: 152 Sidecut: 124-77-110 Radius: 11.5
Length: 162 Sidecut: 124-77-110 Radius: 13
Length: 170 Sidecut: 124-77-110 Radius: 14.5
Length: 180 Sidecut: 124-77-110 Radius: 16

Cheetah



DESCRIPTION

The same ski as the Pulse but designed for women. The Cheetah has a uniquely designed 4D graphic that pays tribute to this endangered animal. Like the Cheetah itself, this exquisitely hand-made ski is known for its amazing beauty, power, speed and agility. The chances of anyone actually seeing a Cheetah in the wild and feeling its power and speed would be very rare, but owning our Cheetah is the next best thing to it.

TECHNICAL INFORMATION

CORE: Microfiber laminate constructed of ash and beech, unidirectional fiberglass interlaced to 90°, and anti-vibration rubber strip.
SIDEWALLS: Melamine
TOPSHEET: 4D ICP top sheet sublimated from below
BASE: Graphite
TIP and TAIL: Aluminum

SPECIFICATIONS

Length: 152 Sidecut: 124-77-110 Radius: 11.5
Length: 162 Sidecut: 124-77-110 Radius: 13
Length: 170 Sidecut: 124-77-110 Radius: 14.5

Attack



DESCRIPTION

The new All Mountain Attack will tackle any type of snow conditions you may encounter. The Attack glides easily on groomers, holds on hard pack, pounds through crud, and with its quick EarliRise™ tip, getting on top of powder is just so easy.

TECHNICAL INFORMATION

Constructed of SmartCarbon™ and CompGlass™ mesh exquisitely woven around a laminated aspen wood core and molded together with a UHMW sidewall, the new light weight Attack ski is highly responsive when you initiate a turn and stable at high speeds. PTEX 4000 base. Radius 19 at 180.

SPECIFICATIONS

Length: 158 Sidecut: 123-86-112

Length: 166 Sidecut: 123-86-112

Length: 174 Sidecut: 123-86-112

Length: 180 Sidecut: 123-86-112

Length: 186 Sidecut: 123-86-112

One



DESCRIPTION

As close to a **One** ski quiver as you will find! Purposely contoured a bit more at its 96mm waist than conventional wide bodied skis, the One helped US Ski Team member and **hart** Athlete, Emiko Torito, place 2nd at the 2011 Subaru Freeskiing World Championship Tour in Crested Butte, Colorado. The One is not only fast and highly maneuverable, but cuts through the crud like a sushi knife and glides as smooth as silk on the groomers.

TECHNICAL INFORMATION

TOPSHEET:	Co-extruded nylon.
BASE:	The Crown 4000 base material holds wax at any temperature.
EDGES:	Special SAE 1070 T Rail with a 48RHC hardness.
SIDEWALLS:	Anti crush 9.5mm UHMW sidewall.
CONSTRUCTION:	Triaxial fiberglass over a laminated poplar wood core. A layer of unidirectional 9 ounce fiberglass is also laid on top for torsional rigidity and flex. Rubber dampening.

SPECIFICATIONS

Length: 166 Sidecut: 132-96-122 Radius: 17
Length: 176 Sidecut: 132-96-122 Radius: 19
Length: 182 Sidecut: 132-96-122 Radius: 21

Outback



DESCRIPTION

Whether you classify the Outback 105 as an all mountain fat ski or a powder ski, it maneuvers and carves gracefully through the powder like no other wide bodied ski. The Outback 105 will also carve up a groomed slope sharply and securely.

TECHNICAL INFORMATION

- CORE:** With a laminated bamboo and poplar wood core the Outback 105 is light weight but strong and flexible giving it great maneuverability under foot which really helps in the off-piste world. A wet lay up of fiberglass wrapped over and under its eco-friendly wood core gives the Outback 105 a nice blend of torsional rigidity and torque.
- TOPSHEET** Nylon gloss with graphics sublimated into the ISO 8210 material.
- BASE:** The IMS 2000 base is fast and holds any wax at temperature. Rubber dampened above and below the sidewall with 2mm layers.
- EDGES:** P33 RCH48 steel in a 360 degree wrap allowing the seams to be nearly invisible. Special UHMW PE toe inserts.
- SIDEWALLS:** The UHMW sidewalls prevent side-holing when running through the rough stuff and have a superior anti-crush rating.
- CONSTRUCTION:** Triaxial fiberglass over a laminated poplar wood core. A layer of unidirectional 9 ounce fiberglass is also laid on top for torsional rigidity and flex. Rubber dampening.

SPECIFICATIONS

- Length: 168, Side cut: 132-105-123 Radius 23
Length: 178, Side cut: 132-105-123 Radius 25
Length: 188, Side cut: 132-105-123 Radius 27

Wizard



DESCRIPTION

With a 200mm front rocker and 115mm wide waist, the Wizard will have you up and supernaturally floating on powder faster than Merlin performed his mysterious magic on the Kings of England. With its slight camber and straight tail for enhanced stability, the Wizard carves gracefully when asked.

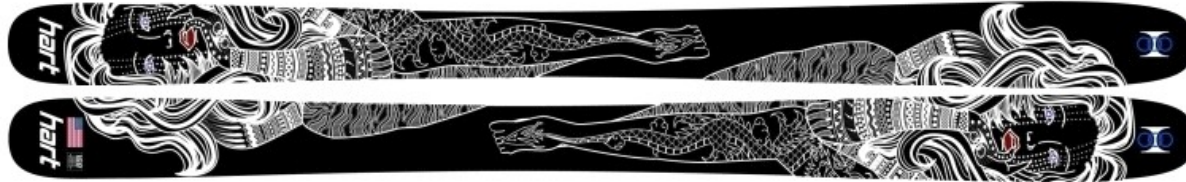
TECHNICAL INFORMATION

- CORE:** Superior float requires a superior platform. The Wizard's eco-friendly laminated bamboo and poplar wood core construction is lightweight yet provides a steady and responsive performance.
- TOPSHEET:** Nylon gloss with graphics sublimated into the ISO 8210 material.
- BASE:** The IMS 2000 base is fast and holds any wax at temperature. Rubber dampened in the tip as well as above and below the sidewall in 2mm layers, the Wizard nicely cushions the skier upon landing in any type of snow condition.
- EDGES:** P33 RCH48 steel in a 360 degree wrap allowing the seams to be nearly invisible. Special UHMW PE toe inserts.
- SIDEWALLS:** The UHMW sidewalls prevent side-holing when running through the rough stuff and have a superior anti-crush rating.
- CONSTRUCTION:** Triaxial fiberglass over a laminated poplar wood core. A layer of unidirectional 9 ounce fiberglass is also laid on top for torsional rigidity and flex. Rubber dampening.

SPECIFICATIONS

- Length: 175, Sidecut: 145-115-130
Length: 182, Sidecut: 145-115-130 Radius 25
Length: 189, Sidecut: 145-115-130
Length: 196, Sidecut: 145-115-130

Twisted Twin



DESCRIPTION

The Totally Twisted is a premier park, pipe and slope style ski. Constructed of the very best materials, it also features a super cool hand drawn tattoo graphic of the **hart** Mermaid. This ski's style and superior performance characteristics will definitely get you some additional looks wherever you ski.

TECHNICAL INFORMATION

TOPSHEET/BASE ISO Sport 2263 super nylon top sheet.

BASE: PTEX 4001 base.

CONSTRUCTION: A fiberglass mesh lay up around a laminated aspen wood core. Rubber dampening inserted along the edges and molded together with a UHMW sidewall to help cushion shocks.

SPECIFICATIONS

Length: 158 cm Side cut: 123-86-112

Length: 166 cm Side cut: 123-86-112

Length: 174 cm Side cut: 123-86-112

Length: 180 cm Side cut: 123-86-112

Hornet



DESCRIPTION

With its iodized metal capped construction and cool V7.0 four dimensional graphic top sheet design, the Hornet junior twin tip ski is a great ski for park and pipe or just ripping it up all mountain. The Hornet is designed for the emerging Freestyle athlete who wants to develop his or her skiing ability as they progress into a more accomplished park and pipe skier. As young skiers progress, they will eventually transition to ski the Totally Twisted adult park and pipe ski.

SPECIFICATIONS

Length: 133 Side cut: 102-80-94

Length: 143 Side cut: 102-80-94

Length: 153 Side cut: 102-80-94

Comments from *hart* Skis Customers

*From a Major Public Ski Resort Company Executive after trying the **hart Pulse**:*

“For what its worth, I believe that all of you should be proud of the hard work, dedication and passion it has taken to bring back this once storied brand to a place in the industry that you can all be proud of. I'd like to say 'Thank You' and 'Woo Hoo!' which is what I found myself saying while riding the Harts. I look forward to getting back out there on Harts again soon.”

*From a Regarded Race Coach at Wilmot Valley, WI after trying the **hart Phoenix**:*

I loved the skis at Vail and Beaver Creek; they skied great in all conditions from groomers to almost 24 inches of powder and then tracked up powder. A lot talk in the lift lines about Hart skis!

*From a Calgary, Alberta, Canada Skier after trying the **hart One**:*

“After skiing the Hart One skis today, my friends and I agreed that this is one of the best skis we have ever skied. Awesome. Just thought you would want to know.”

*Master Level Mogulist from PA after competing on the **hart F17 World Cup**:*

“Thank you for everything you have done to help me get the most perfect pair of skis. I will be sure to tell everyone I ski with how great the customer service at Hart is and how great the F17 skis truly are. They really are incredible mogul skis!”

*PSIA Level III Instructor/Examiner about the **hart Pulse** and other **hart** skis:*

“Instructors and the public I have put on these skis have absolutely raved about them. The Pulse seems to be the hands-down winner as far as the desired, all-around, all-condition ski... Everyone who skied the Phoenix loved it... the brand is establishing itself as ‘extremely desirable’ almost to a cult status around here.”

Dealer Letters of Recommendation



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April 11, 2011

To whom it may concern,

On behalf of The Forerunner and our entire organization I would like to commend HART Skis for the excellent job that they do in working with us and our customers. HART's commitment to its dealers is truly extraordinary. HART works together with its dealers in a partnership that emphasizes customer satisfaction and dealer sales success. Their support to the KMS Mogul Program has been unparalleled. We truly appreciate HART for its support and the quality product it provides to both our recreational customer as well as the many competitors that frequent our store.

Best regards,

Peter Smith

The Forerunner Ski Shop

Dealer Letters of Recommendation

To Whom It May Concern:

I just want to let you know what our experience has been as a first year Hart Ski dealer. Johann Furr and Chris Farni have both been excellent to deal with. They truly understand what supporting the dealer means.

Johann first contacted me last summer because he had many freestyle athletes wanting to ski for Hart but he had no dealers in the area. He did not feel comfortable selling the skis direct and circumventing the vendor/retailer process which immediately made me feel that I was dealing with someone with some real integrity.

He and I came up with a plan that included his guidance as to which models we should stock which was a big help to me having not carried Hart Skis before. His model suggestions were very accurate.

That plan also included Johann being instrumental in organizing Team Nights for the freestyle teams in our towns to kick-off the fact that we were now stocking Hart Skis. Johann went above and beyond by arranging for an Olympic bronze medalist, Bryon Wilson to attend the team nights in 3 of our towns to sign posters and talk with the public and do television interviews. Johann himself traveled to all 3 team nights to be certain that they went smoothly.

Johann and Chris also have been in close contact very often throughout the season to make sure we captured as many Shopatron orders as we could on our website...calling to alert us when there was a sale to be had. Also, Johann and Chris would sell from our inventory to customers all over the country if they did not have a dealer in that area and they knew that we might have the model and size needed.

Several times Chris was traveling from the factory to Ogden and coming through Missoula so he loaded up our orders and delivered them in his personal truck to our warehouse.

Since we first began dealing with Hart Skis and Chris and Johann, the communication has been frequent and excellent, whether by phone, by email or in person.

The skis themselves have a great reputation and are in demand by skiers all the way up to world-class athletes. To my knowledge, we have had no defective or warranty issues at all this season. It is a really good product.

From all of the examples above, you can see that Chris and Johann are truly dedicated to the success and growth of Hart Skis and also dedicated to the success of their dealers. This level of service does not happen very often.

Best regards,

Keith Dustrud
Snowsports buyer
BOB WARD AND SONS
(406) 728-3220