



**BIOSTANCE**®

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## **Two more “Gold Medal” ski specialty shops join Biostance® network of balancing centers**

**VAIL, Colorado – March 21, 2007** – Building on its reputation for bringing Biostance® Balancing Centers to leading specialty ski retailers across the country, Biostance, LLC is pleased to announce the addition of two more “Gold Medal” ski specialty retailers - - Pierce Skate & Ski in Bloomington, MN and St. Bernard Sports in Dallas, TX.

Biostance technology was first introduced during the 2005 – 2006 ski season with the installation of three Biostance® Balancing Centers at Gorsuch Ltd stores in Colorado. With today’s announcement there are now ten Biostance Authorized Locations throughout the USA, with stores in 6 states and the District of Columbia. Biostance® Balancing Centers can be found at both resort and city retail locations.

Chris Korich, Biostance President and Founder, said that the addition of Pierce Skate & Ski and St. Bernard Sports fits perfectly with our planned and methodical growth plan working with the nation’s best ski specialty retailers. “I’m very pleased to bring two more “Gold Medal” shops into the Biostance network.”

Viking Ski Shop, the first “Gold Medal” city shop to become a Biostance® Balancing Center for the 2006-2007 season describes the impact that Biostance has had on their business and customers. Dennis Lovick, Viking Manager says “I have been servicing customers since 1969. We’ve all been focused on ski boot alignment services utilizing plumb bobs, t-squares, cuff alignment, tedious canting adjustments and custom insoles.

Finally, for the first time Biostance offers a complete system that allows us to look at the whole picture - - the boot, the binding and ski system. With Biostance we can quickly determine the precise ramp and cant prescription for each individual skier and sell them the most appropriate gear. Our clients come back after being Biostance balanced and tell us how solid they feel on their skis from tip to tail and that the difference in their skiing is night and day.”

“We’re very pleased to join the Biostance dealer network. Providing our clients with this unique service will allow us to raise the bar in the Dallas market and continue to separate St. Bernard Sports from the rest of the pack” said Ryan Meyer, Merchandise Manager of St. Bernard Sports, one of the two new Biostance® Balancing Centers.

Owner Bart Pierce of Pierce Skate & Ski, the other new balancing center, said “In today’s era of e-commerce and big-box retailing there is still room for the specialty retailer to survive and thrive. By constantly reinventing ourselves and looking for ways to be innovative and provide our customers with the best products and services available we set the new standards in our local marketplace. Utilizing the Biostance system, we will be able to provide our customers an in-store ski demo experience that they can “feel” prior to hitting the slopes, versus using theoretical tools and adjustments that sometimes comes up short once on the hill.”

Biostance’s present technology includes proprietary methods and patent pending products for optimally balancing a skier in his/her ski-binding-boot system. Specially designed test equipment and a balancing platform called the “BIOSTAND™” are used to determine a skier's optimum “stance prescription”. This prescription is then used to quickly customize the skier's new equipment or demo gear.

Biostance, LLC is dedicated to developing simple solutions to increase ski equipment sales for specialty retailers. The Biostance system is fast and easy to use and allows skiers to feel a balanced stance immediately right in the store. The Biostance system is exclusively available at Biostance® Balancing Centers located within select specialty ski retailers.

A complete listing of current Biostance® Balancing Centers is attached.

# **Biostance® Balancing Centers**

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## **Alpine Sports**

121 Sandoval St.  
Santa Fe, NM 87501  
505-983-5155  
Contact: Harvey Chalker

## **Footloose Sports**

3043 Main Street  
Mammoth Lakes, CA 93546  
760-934-2400  
Tony Colasardo

## **Gorsuch LTD Aspen**

611 Durrant Ave.  
Aspen, CO 81611  
970-925-3203  
Contact: Jared Ettlinger

## **Gorsuch LTD Beaver Creek**

138 Beaver Creek Pl.  
Beaver Creek, CO 81620  
970-949-0786  
Contact: Glenn MacIssac

## **Gorsuch LTD Keystone**

100 Dercum Square  
Dillon, CO 80435  
970-262-0459  
Contact: KC McCallum

## **Gorsuch LTD Vail**

263 E. Gore Creek Dr.  
Vail, CO 81657  
970-476-2294  
Contact: David Gorsuch

## **Pierce Skate & Ski**

208 West 98<sup>th</sup> St.  
Bloomington, MN 55420  
952-884-1990  
Contact: Bart Pierce

## **Ski Center**

4300 Fordham Rd.  
Washington, DC 20016  
202-966-5413  
Contact: Brian Eardley

## **St. Bernard Sports**

5570 W. Lovers Lane  
Dallas, TX 75209  
214-357-9700  
Contact: Ryan Meyer

## **Viking Ski Shop**

3422 W Fullerton Ave.  
Chicago, IL 60647  
773-276-1222  
Contact: Dennis Lovick