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FOR IMMEDIATE RELEASE:

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NuMask sponsors National Ski Patrol

Lakewood, Colo. – NuMask, a company which provides the next generation of CPR mask protection, has partnered with the National Ski Patrol (NSP) to provide a new and innovative CPR shield to patrollers.

"NSP and NuMask are a perfect match, as the NuMask product provides an airtight seal that will enable patrollers to better ventilate critically-injured patients," said NSP Executive Director Tim White.

"Following a review by the National Ski Patrol Medical Advisory Committee, the Committee endorses the NuMask product," said David H. Johe, M.D., chairman of NSP Medical Committee. "This is something all patrollers should have in their packs."

NuMask was founded in 2004 by David Isagholian, M.D., William Jou, M.D., James McCormick, M.D., and David Anthony, M.D. The company's facemask incorporates design elements from a snorkel to provide a completely airtight seal for ventilation. The mask is used by hospitals, anesthesiologists, respiratory therapists, EMS, and SAR personnel, and their IntraOral ventilation mask received the Top Product Award from *EMS Pro Magazine* and the EMS world top innovation award in 2010.

"We are very excited about NuMask's new role in the NSP," said David Isagholian, M.D., president and CEO of NuMask. "NuMask's durability, reduced size, resistance to cold, and increased ease of use perfectly fit with patrollers' needs. Most importantly, we feel, the NuMask-National Ski Patrol combination will ultimately save more lives."

NSP patrollers can purchase the NuMask CPR Zip Kit through the NSP *Winter Catalog* and NSP Pro Page at a discounted rate.

About the National Ski Patrol

The National Ski Patrol is a federally-chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 73 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 28,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

For further comments or interviews regarding the NSP, OEC, and the issues in Idaho, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.

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