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**THE BOSS Snowplow Announces New International Sponsorship of  
USA Ski Jumping (USASJ) Team**

*Brand Partnership Combines Team's Passion for Gold with BOSS' Commitment to  
Innovation as USASJ Competes on World Stage*

**IRON MOUNTAIN, Mich. (Dec. 4, 2012)** — THE BOSS Snowplow is pleased to announce that it has entered an exclusive agreement to become the official snow and ice removal equipment sponsor of the USA Ski Jumping (USASJ) team. The new agreement extends through July 31, 2014 and supports the USASJ's dream to win an Olympic or World Championship medal. BOSS underwriting will help fund the activities and events for the up-and-coming young ski jumpers striving to compete in the 2014 Olympic Winter Games being held in Sochi, Russia.

As an exclusive sponsor in its product category, THE BOSS logo and brand will be prominently displayed on team training and competition gear worn by these driven athletes competing on the international scene. In addition, THE BOSS brand will be featured on promotional materials for USASJ team activities, competitions and events to build awareness for the sport and promote American ski jumpers' accomplishments. Elite USASJ team members compete annually in World Cup, Continental Cup and FIS Cup series events worldwide, providing TV coverage and key brand exposure in leading markets in North America, Europe and Asia.

"We are delighted to partner with the USASJ in developing a sport – ski jumping – that is close to our hearts and part of our heritage here in Michigan's Upper Peninsula," said David Brule II, president of THE BOSS Snowplow. "The snow runs deep in BOSS country, and as a leading manufacturer making professional-grade

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snow and ice removal equipment, we share the team's passion for always striving to be the best. Through this new partnership, we believe we can help drive America's Olympic hopefuls to the top step of the podium."

Over the next 21 months, USASJ team members will compete in hundreds of events on their journey to earn points and the honor to represent the U.S. at the 2014 Olympic Winter Games. During the last several years, the USASJ has made tremendous strides developing nationally ranked athletes and advancing the sport of ski jumping.

"This partnership with BOSS Snowplow is a natural fit because ski jumping has a long tradition in the Upper Peninsula," said USA Ski Jumping's CEO Jeff Hastings. "As a result, BOSS brings much more to the relationship than money because they're a partner who truly cares about the sport and helping our team reach the next level. For our USASJ team members, that's priceless."

Headquartered in Park City, Utah, Ski Jumping Development USA, Inc., is a 501.c.3 non-profit and the parent organization supporting the development of the USASJ team.

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About THE BOSS Snowplow

*Since 1985 THE BOSS Snowplow has made snowplowing efficient and easy with innovative products that set new industry standards for quality, reliability, craftsmanship and performance. All BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper Peninsula where winters — and deep snow — are a way of life.*

*THE BOSS snow-removal products and accessories are manufactured in an approved ISO 9001:2008 registered facility and are available to professionals and homeowners through the company's nationwide network of distributors. For more information on THE BOSS Snowplow and the full line of BOSS accessories, call 800-286-4155 or visit the company's website at [bossplow.com](http://bossplow.com).*