



TECH BULLETIN: 12.4.04

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THE CREATION OF A TOKO WAX TIP

Toko, the leading Ski Wax Industry innovator, has been the industry leader with Nationwide wax tips for 6 years running now! We began producing and distributing wax tips for most races across the country with the advent of the Toko Tech Team during the winter of '99-'00. No other source offers accurate, reliable wax tips for such a range of races! Since then this program has dramatically grown in popularity among racers! For quite some time, we have had thousands of racers utilizing the Tipline via our website at www.tokous.com These wax tips are also posted at your local Toko dealer.

It is important to note that we have over 60 individuals (members of the Toko Tech Team, Team Rossignol, and others from across the nation) feeding us critical insider information on the coming races. Many wax tips from our competitors are created not considering critical current conditions or using local insider knowledge. This is a unique network of true professionals unparalleled in the ski industry.

When creating Toko Wax Tips, we consider many things, a few of which include:

- Current Snow Conditions (snow type, age of snow, amount of dirt in snow, humidity, exposure to sun and wind, temperature, etc)
- Weather Forecast: We generally use a new service available where we can zoom into 3 mile blocks, anywhere in the country; our forecasts are for the race venue, not a nearby town. We're not simply using any weather forecast.
- Anticipated Snow Conditions: How is the snow going to change before the event starts? How will racers skiing over the snow change it? Is it a lap race? What will the weather be doing before, during, and after the race?
- Inside tips: Sometimes a certain unique factor always applies to certain races that only experience can predict. Maybe pine needles always fall on one section of the trail in a classic race (make sure your wax doesn't pick up the needles). Maybe a certain hill always gets skied out and turns to sugar snow (better not have super stiff skis). Etc.

The week leading up to an event, Toko Racing Service is receiving information for our network of pro's in the field. A wax tip is posted and widely distributed 2 days out from the race. Generally, these wax tips are right on, but should they need to be updated, they are and

the updates are posted. Often times, a Toko Tech Team member will attend the event and will even have a Toko Easel with the wax tip of the day posted.