

PATRICK DENEEN CAPTURES MOGULS GOLD AT FIS FREESTYLE WORLD CUP CHAMPIONSHIPS

180s Athlete Takes Podium With Combination of Speed, Power and Aerial Excellence

Baltimore, MD (March 9, 2009) Patrick Deneen, 2008 US Ski Team “Rookie of the Year” and 180s ambassador, captured his first Moguls World Cup Title at the FIS Freestyle World Championships in Inawashiro, Japan this weekend.

In securing the men’s moguls title, Deneen was able to speed down two football field’s worth of moguls and flawlessly execute two jumps with new game-changing aerial maneuvers. His winning moves included the ‘Back X’ - a trick he learned only days ago - and the ‘D Spin’ - a technically challenging stunt that had given Patrick difficulties in recent weeks. Patrick’s point total of 23.41 gave him a comfortable win over Finland’s Tapio Luusua, who had 21.89 points. Canada’s Vincent Marquis took third with 21.66 points. For more information log onto: <http://www.uskiteam.com/freestyle/news>.

“This is incredible. It really hasn't set in yet, but just to know that I have that now is a great feeling. I don't even know how to put it into words.” Deneen said. “It's been a really long and tough season so far, so to have this win feels really good. To come out with a World Championship win is the most incredible thing.”

“Patrick embodies 180s spirit, innovation and hard work. We couldn’t be more pleased to see his dedication rewarded,” said Keith Scully, 180s Marketing Director. “We take great pride in working with Patrick and look forward to supporting him in his ultimate goal at the 2010 Olympics in Vancouver, British Columbia.”

Patrick and his dad had a significant role this year in helping 180s develop their latest innovation, the QUANTUM VENT GLOVE™, a high performance ski and snowboard glove that cools overheated hands with a patent pending adjustable venting system.

Deneen was reared in the shadows of what has become Snoqualmie Ski Resort and was first placed on skis when he was only eleven months old. As he grew Patrick became a top junior alpine racer (J4 and J5) but was enamored with the freestyle discipline from the moment it caught his eye and eventually made the switch to follow his passion.

Some of Deneen’s other sponsors include Hart Skis, Look, Lange and Shred. For more information on Patrick please log onto www.patrickdeneen.com. For more information on 180s gear and accessories please visit 180s newly redesigned website at www.180s.com.

Image courtesy of 180s: <http://www.box.net/shared/static/hfa35y18pp.jpg> (additional images available upon request. ###)