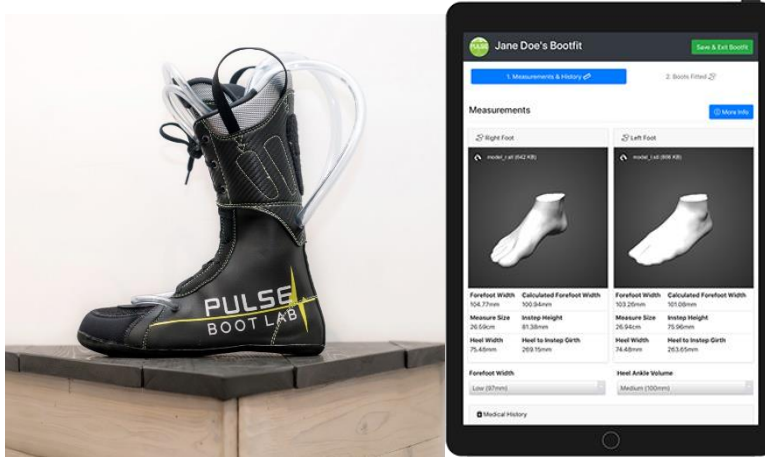




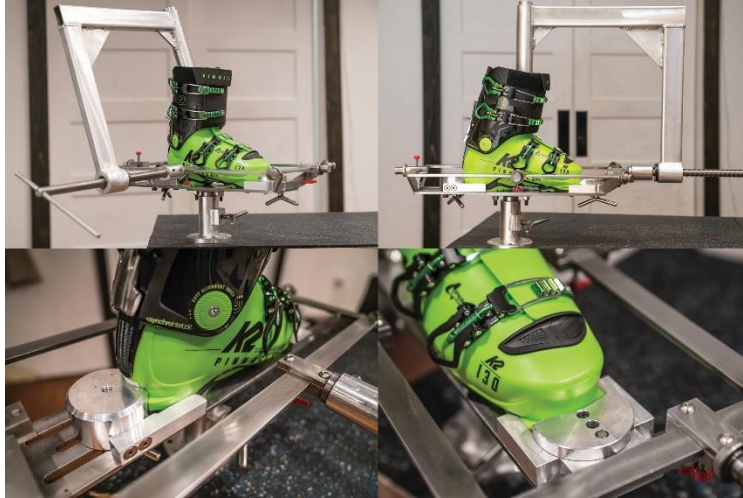
PULSE FIT SYSTEM GARNERS THE POWDER HIGHWAY MARKET AND GOES INTERNATIONAL



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Revelstoke, BC – Wednesday November 6, 2019 - In its third year of success as a complete ski bootfitting solution, PULSE Fit System has hit the ground running with new dealers equipping themselves with the system across the Powder Highway in British Columbia (including Fernie, Nelson and Banff), in the Eastern US, and overseas as far as East Asia. This solution-based system started from a need for better tools (assessment and modification), liners and performance accessories in the bootfitting industry and has been turning heads since the launch of the flagship store, PULSE Boot Lab in Revelstoke, BC.

Created out of a desire for something greater than the current industry standards, Kai Palkeinen (co-owner and inventor) with his 20+ years of international fitting experience, started with the development of the tools and eventually built an entire bootfitting system including the PULSE ProFit injection liner, a proprietary software and scanning system (PULSE Fit Assistant), and a number of accessories including the successfully funded PULSE ProFlex on Kickstarter.



PULSE Modification Tools – Workbench and Bridge

Taking their momentum further, the PULSE Fit System will debut for the first time at the Outdoor + Snow Show (formerly SIA) in Denver, CO at the end of January 2020. The team will be showcasing all components of the PULSE Fit System, sharing their technology and innovation with power players in the ski boot industry alike. Large retailers such as evo have already taken a strong interest in the system after it was featured on a Blisterreview.com podcast earlier this year. New interest from an enthusiastic dealer in South Korea takes the PULSE Fit System abroad, building the empire of a new era for ski shops around the world.

Kai says “We are thrilled to be attending the Outdoor + Snow Show in January! Exciting things are happening daily with our growth and exposure. The show will give us a platform to present our bootfitting solutions and components to a large majority of retailers who will be seeing it for the first time. This is an opportunity for us to share the technology and products we have developed and tested through our own experience in a live retail environment – with an ultimate goal of changing industry standards for good and revolutionizing the bootfitting experience for all retailers. Taking the voodoo out of bootfitting!”

PULSE Fit System is a complete ski bootfitting solution designed and developed by the team at PULSE Labs Inc. based out of Revelstoke, British Columbia. PULSE Fit System includes components such as: PULSE Fit Assistant scanner and software, PULSE ProFit Injection Liners, performance accessories: PULSE ProFlex and PowerStrap, and boot modification tools: PULSE Workbench and PULSE Bridge.