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## ONE WAY Sport 9MAX Poles honored in *OUTSIDE* Winter Buyer's Guide 2015

**Park City, UT. (September 30, 2014)** – ONE WAY Sport USA has been selected to be featured in OUTSIDE's Winter Buyer's Guide as among the best gear for the winter sports season. ONE WAY's 9Max pole was reviewed in the Nordic Poles category. The entire selection of products appears in OUTSIDE's Winter Buyer's Guide (on newsstands September 30).

This year, the OUTSIDE team of winter sports experts hit the leading resorts, trails, and backcountry hotspots to put all the latest skis, snowboards, bikes, winter apparel, accessories and gadgets to the test. The Winter Buyer's Guide offers readers everything they learned from field-testing hundreds of products, making it the top resource for everyone from seasoned adventurers to those new to the slopes, whether they travel by foot, bike, snowboard, ski or even snowshoe. Reviews are organized by sport and activity, and include the ideal setting or experience level for each product, as well as tips for getting the most out of each gear pick. Only the best items on the market are featured in the guide.



“We wanted to make OUTSIDE's Winter Buyer's Guide better than ever for its 20<sup>th</sup> year,” said OUTSIDE Buyer's Guide editor Sam Moulton. “The OUTSIDE gear testing team has been busy. Last winter, we put hundreds of products through the paces, wearing out jackets and shoes, overstuffing packs, and putting cameras and watches through the harshest conditions they could stand. We know we've delivered the best possible options to our readers with almost 300 stellar picks for the guide.”

“At ONE WAY Sport USA we are honored to have the 9Max selected as part of the Gear You Need for the Winter Buyer's Guide,” said ONE WAY Sport USA owner Geoff Hurwitch. “The 9Max is the work horse of the ONE WAY pole line and presents a great value in both quality of construction and price for the consumer.”

ONE WAY Sport USA is the US distributor of ONE WAY products, the fastest growing brand in the Nordic sport and a company that solely focuses on the Nordic athlete.

**About OUTSIDE:** OUTSIDE is America's leading active lifestyle brand. Since 1977, OUTSIDE has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The OUTSIDE family includes OUTSIDE magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer's Guides, Outside Online, Outside Television, Outside Events, [Outside+ tablet edition](#), Outside Books, and now Outside GO, a revolutionary, 21st-century adventure-travel company. Visit us [online](#) and on [Facebook](#), and follow us on [Twitter](#).