



SNOW FASHION SHOW OPENS 37TH SIA.08 SNOWSPORTS TRADE SHOW

New companies, green products and sustainable efforts take the stage on DAY ONE

Las Vegas, NV (January 29, 2008) -- The SIA.08 SnowSports Trade Show kicked off stylishly last night with SIA's Snow Fashion Show held at Fashion Show Mall, where an estimated 1500 show attendees previewed the hottest on/off the slope fashions for Winter 08/09. An estimated 20,000 attendees including manufacturers, retailers, reps, resorts and over 100 sponsored athletes are expected to attend the Show over the next four days. With 357,000 net square feet and 1,000 brands exhibiting in 3570 booths – SIA.08 SnowSports Trade Show is THE show for the snow sports industry.

As the doors opened to the 37th Annual SIA.08 SnowSports Trade Show the halls were buzzing with talk of the environment and how a weather-dependent industry can sustain its livelihood and the earth. Green efforts by the industry could be found in SIA's newest showcase – the ECOsource Market Segment Exhibit (Booth V98) featuring 70 products and initiatives that are recycle-able, sustainable or made from recycled materials.

For a snowsports specialty retailer, one of the biggest payoffs for attending a tradeshow is discovering new products, trends and new-to-the-industry companies and today marked 65+ companies' debut at the SIA.08 SnowSports Trade Show.

This evening the industry will gather at the House of Blues for the Opening Night Party. Kicking off at 7:30pm with an introduction of the Hall of Fame inductees, including the first-ever snowboard honorees Donna and Jake Burton Carpenter, followed by a performance by legendary DJ Z-Trip. Known as the founding father of the mash-up movement, DJ Z-Trip has headlined at Coachella Music Festival, opened for the Rolling Stones and performed around the globe.

The SIA.08 SnowSports Trade Show, January 29-February 1, 2008, at the Mandalay Bay Convention Center delivers the largest, most concentrated and authentic trade event in the snow sports industry. Celebrating the family business of snow, the four day show launches the styles, technology, innovation, culture and energy of winter sports presented by close to 1000 brands. The industry professionals convene in Las Vegas to engage in business, networking

opportunities, parties, seminars and more.

For more news and highlights from each day of the show, use the following link: skipressworld.com/snowpress to read the official [SIA.08 SnowPress Show Daily](#). For additional information on SnowSports Industries America, media can log onto www.snowsports.org or contact Alicia Allen of SIA at 703/967-5767 or at aallen@snowsports.org or Lori Crabtree at Carmichael Lynch Spong at 307/690-6427 or by email at lori.crabtree@clynch.com.

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SnowSports Industries America (SIA) is Your Intelligent Partner.³⁶⁵ of the snow sports industry. SIA annually produces the SIA SnowSports Show, the largest industry trade show and networking environment, and delivers invaluable data, support and marketing products. SIA serves as the national, not-for-profit, member-owned trade association representing snow and winter sports companies. For more information, check out www.snowsports.org. SnowSports Industries America, 8377-B Greensboro Drive, McLean, VA 22102-3587. Phone: (703) 556-9020, Fax: (703) 821-8276, E-mail: siamail@snowsports.org