



SIA RELEASES DETAILS OF SALES AUDIT REPORT HONORS RETAILERS ON DAY TWO OF SIA.08

Las Vegas, NV (January 30, 2008) -- On Day Two of the SIA.08 SnowSports Trade Show the morning kicked off with some accolades and good news. The winners of the 2007/2008 SIA US and Canadian SnowSports Retailers of the Year were announced in the show's lobby along with the SIA US and Canadian SnowSports Reps of the Year – 30 shops and snow sports reps from across North America were recognized for their significant impact in the snow sports industry. The good news came in the form of further details from the most recent SIA Retail Audit, which indicates the snow sports industry is holding strong in a struggling economy – see below for more information.

SIA Retail Audit (Aug-Dec 2007)

According to the recent SIA Retail Audit, provided in conjunction with Leisure Trends Group, the snow sports market has grown 13 percent in dollar sales this season compared to August to December sales figures from last season. At a time when economists are talking recession, our industry is enjoying strong growth across the board. Heavy snowfall has helped pry open consumers' wallets and they have spent \$1.9 billion in the snow sports market so far this season. They spent \$541.4 million on equipment, \$791.5 on apparel, and \$581.9 million on accessories August to December and the snow is still falling across much of the country and in Europe.

The Internet channel is still ablaze with 44% more units sold and 46% dollar growth. This channel was driven by higher equipment sales; alpine skis sales were up 119% in units and 102% in dollars. Apparel continues to sell extremely well online and accounts for more than 40% of all dollars sold in this channel. The Internet channel is poised to overtake the chain store channel in units and dollars by March this season.

Driven by heavy snow, Nordic equipment sales took off this season with increases of 39% in units and 37% in dollars in snow sports specialty shops. Sales of Nordic equipment were up 39% in dollars and 42% in units online and sales totaling \$22.9 million in all sales channels.

Adult twin tip skis now dominate the snow sports ski market with more units sold than any other flat ski type in any sales channel. Sales of twin tip flat skis were up 32% in units and dollars in specialty and an incredible 167% in units and 170% in dollars online. Twin tip systems are doing equally well in terms of growth, but far fewer units are sold. For example, in specialty, 2,418 twin tip systems were sold August to December for an increase of 241% in units, but that pales to the 27,474 adult twin tip flat skis sold in specialty brick and mortar shops. More than 47,000 adult twin tip flat skis have sold in the market so far this season.

For those worried that not enough kids are getting on the slopes and becoming lifelong snow sports participants, you will be glad to hear that 65,800 junior flat skis and 23,097 junior ski systems have sold so far this season and more than 80% of them sold in specialty brick and mortar shops. In fact, overall, the top selling ski model August to December this season is a junior

model.

With the snow still falling and sales heating up, expect the market to show increased sales across the board through January. Close to half of all dollars in reported sales so far this season were spent in December after the snow started falling. If the snow keeps falling and the market maintains its current course, sales growth will be in double digits at the end of the season.

For more news and highlights from each day of the show, use the following link: skypressworld.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.

– SIA –

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