



Arizona Interscholastic Association
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NEWS RELEASE

SPORT CHALET BECOMES AIA OFFICIAL SPORTING GOODS RETAILER

PHOENIX, AZ (September 30, 2010) – The Arizona Interscholastic Association (AIA) is proud to announce a new partnership with Sport Chalet. Sport Chalet is now the official sporting goods retailer of the AIA.

“For over 50 years Sport Chalet has valued students, schools, and sports, and what each represents to our community,” said Craig Levra, Chairman and CEO of Sport Chalet. “AIA shares those values and therefore we couldn’t be prouder to have entered into this new multi-year agreement. The student bodies, coaches, staff, faculty, alumni, supporters, and fans are well served by AIA, and we are excited to add our support to this tremendous organization.”

The new multi- year agreement will provide the AIA membership, as well as fans of the high schools, with special coupon deals that will be made available through the AIA365.com website.

“We are thrilled to have Sport Chalet as a part of the AIA team,” said Chuck Schmidt, Chief Operating Officer of the AIA. “We look forward to offering the benefits of this partnership to the AIA membership.”

About Sport Chalet, Inc.

Sport Chalet, founded in 1959 by Norbert Olberz, is a leading full service specialty retailer with stores in California, Nevada, Arizona and Utah, on-line at sportchalet.com, as well as a Team Sales Division. The Company offers over 50 services for the serious sports enthusiast, including backpacking, canyoneering, and kayaking instruction, custom golf club fitting and repair, snowboard and ski rental and repair, SCUBA training and certification, SCUBA boat charters, team sales, racquet stringing, and bicycle tune-up and repair throughout its 55 locations.

About Arizona Interscholastic Association

The AIA is a voluntary association of public and private high schools which was established by and is responsible to its members. The democratic governance of the AIA provides representation and input opportunities to all its member schools through their governing board members, administrators and teachers who serve on the Legislative Council, Executive Board and ad hoc committees. There are currently 275 member high schools with over 305,000 students under the AIA. The AIA was established in 1925. The AIA is online at www.aiaonline.org.

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