



*FOR IMMEDIATE RELEASE:*

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**High Sierra Sport Company and Universal Sports  
Launches Nordic World Champs Sweepstakes**

**VERNON HILLS, IL (February 19, 2009)** – High Sierra Sport Company, a manufacturer of innovative bags and luggage, announces a partnership with Universal Sports during the Nordic World Championships. Through this partnership, fans can go to [UniversalSports.com](http://UniversalSports.com) each day to enter a chance to a High Sierra Torrent hydration pack starting on February 19 through March 13, 2009.

“Investing in Universal Sports during the Nordic World Championships makes sense because it allows High Sierra to reach an audience of active passionate individuals who follow the sport,” said Stella Peterson, director of public relations for High Sierra Sport Company. “This audience is very similar to our consumers in that they crave the excitement, live an active, healthy lifestyle and participate in sports as often as they can.”

Beginning at 6:00 a.m. Pacific Time ("ET") on February 19, 2009 until 12:00 p.m. midnight (ET) on March 13, 2009, fans may enter the Nordic World Champs Sweepstakes each day by visiting [UniversalSports.com](http://UniversalSports.com). Outdoor enthusiasts will see live coverage of the Championships as well as follow the athlete’s journeys online. Nordic Worlds Championships premiers on TV starting on March 4, 2009.

“This is what our viewers have been waiting for —High Sierra bags and packs are a perfect fit for the Nordic Worlds Championships,” said Doug Neiman, vice president of sales and sponsorships for Universal Sports. “It’s great visibility for our brands and a chance to win excellent gear.”

For more information on High Sierra and Nordic World Champs Sweepstakes, please visit [UniversalSports.com](http://UniversalSports.com).

**About Universal Sports**

Universal Sports, a partnership between NBC Sports and InterMedia Partners, serves as the preeminent multiplatform destination for Olympic-related and lifestyle sports

programming available on television and online. Universal Sports is a 24-hour television channel available in 45 million television households in markets including New York, Los Angeles, Chicago, Philadelphia, Dallas, Washington DC, San Diego, San Francisco, Seattle, Hartford, New Haven, Las Vegas, Salt Lake City, Reno, Omaha and Albany. Major world championship and Olympic qualifying events found on Universal Sports range from track and field, skiing, swimming, gymnastics, marathons and cycling, to volleyball, rowing, triathlon, fencing, speed skating and martial arts.

UniversalSports.com delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through blogs and in-depth access to Olympic sports news and information year round. For more information on the availability of the Universal Sports 24-hour television channel, please visit

[UniversalSports.com](http://UniversalSports.com).

### **About High Sierra Sport Company**

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

The official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

For more information, please call (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

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