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High Sierra Sport Company Sponsors the Teva Mountain Games

VERNON HILLS, IL –High Sierra Sport Company is pleased to announce their participation through the Vail Valley Foundation as a sponsor of the Teva Mountain Games. The event brings in the country's largest celebration of mountain sport, soul and culture on June 3-6, 2010 at Vail, Colorado.

“The Teva Mountain Games is a great venue for displaying High Sierra’s leadership in quality and style innovation to the outdoor market,” said Stella Peterson, director of public relations for High Sierra Sport Company. “The company will continue to support admirable events that uphold strong outdoor enthusiasm.”

During the Teva Mountain Games, High Sierra will run a booth displaying new products for the season as well as offering product giveaways and bag sales for consumers. In addition, fans will also have the opportunity to test and submit comments on new styles of bags.

The Teva Mountain Games is expected to bring in 2,500 professional and amateur outdoor athletes from all over the world to compete in eight sports and 24 disciplines including: kayaking, rafting, mountain biking, road cycling, World Cup Bouldering, amateur climbing, fly-fishing, Stand Up Paddling, trail running and a half marathon.

The Teva Mountain Games lunar scene includes the “Mountains of Music” festival in the heart of Vail Village featuring two free live concerts. Lifestyle components consist of the Mountain Click Photo Competition, the Serac Adventure Film School, Outdoor Reels Film Festival, and the Teva Mountain Ball. The weekend is wrapped up by the Gear Town and Green Light District expo areas and the interactive family zone, Adventure Village.

For additional information on the 2010 Teva Mountain Games, visit www.tevamountaingames.com. For more information on the Vail Valley Foundation, check out www.vvf.org.

About Teva

Founded in the early 1980's by a Colorado River guide, Teva pioneered the sport sandal category. For over 20 years on the river, in the canyons, and across the trails of the great outdoors athletes and enthusiasts have traveled the globe comfortably and confidently in Teva footwear. For more information on Teva's involvement with the Mountain Games or Teva product, please contact Jaime Eschette at 800-433-2537x178 or via e-mail at jeschette@deckers.com.

Deckers Outdoor Corporation (NASDAQ: DECK) builds niche products into global lifestyle brands by designing and marketing innovative, functional and fashion-oriented footwear, developed for both high performance outdoor activities and everyday casual lifestyle use. The Company's products are offered under the Teva, Simple and Ugg brand names.

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.

High Sierra recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

The company is also 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.

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