



HIGH SIERRA SPORT COMPANY

FOR IMMEDIATE RELEASE:

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High Sierra Sponsors Thomas Weisel Partners - Janss Pro-Am Classic

VERNON HILLS, IL (March 4, 2010) – High Sierra Sport Company is honored to sponsor the Thomas Weisel Partners - Janss Pro Am Classic, by providing AT109 Water Bottle Sport Duffels for the event participants. Thomas Weisel Partners - Janss Pro Am Classic is one of Sun Valley Ski Education Foundation's biggest fundraisers event. The event will take place on March 4-6, 2010 at Sun Valley, Idaho.

The competition will include High Sierra's Vice President of Sales - Sporting Goods Division, Rand Whitney, as well as skiers and snowboarders of varied abilities, ranging from recreational enthusiasts to professionals. This year's theme will be "Celebrate". The team theme ideas include: holidays, birthdays, graduations, special occasions, St. Patty's Day, the Olympics, and New Year's, etc.

"We are proud to be affiliated with local ski and snowboard programs like this one," said Rand Whitney, vice president of sales – Sporting Goods Division for High Sierra Sport Company. "The event is always fun and it's for a good cause. The Sun Valley Ski Education Foundation does a great job of supporting and aspiring young ski and snowboard athletes in the Wood River Valley."

The weekend long event includes an opening celebration cocktail party at Michel's Christiania, individual instruction from the event's Pros, an après-ski party and an awards celebration dinner and dance in the Limelight Room at Sun Valley Inn. Guests will also enjoy a live concert (Soul Asylum) in downtown Ketchum.

Thomas Weisel Partners - Janss Pro Am Classic benefits over 500 youth that participate in Alpine, Freestyle, Cross Country and Snowboard programs sponsored by Sun Valley Ski Education Foundation. For additional information, please visit www.svsef.org or call Karoline Droege 208-726-4129 x.111 or at karoline@svsef.org.

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit www.highsierrasport.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), Sporting Goods Manufacturers Association (SGMA), SnowSports Industries America (SIA) and the Travel Goods Association

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