



FOR IMMEDIATE RELEASE:

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**High Sierra Sport Company and Universal Sports
Launches USSA Team Giveaway**

VERNON HILLS, IL (February 12, 2010) – High Sierra Sport Company, a manufacturer of innovative bags and luggage, announces a partnership with Universal Sports during the 2010 Winter Olympic Games. Through this partnership, fans can go to UniversalSports.com to enter a chance to a High Sierra Pinnacle Series Ski or Snowboard pack autographed by many of the USSA team athletes.

“High Sierra is proud to be the official supplier of bags to the U.S. Ski and Snowboard teams,” said Stella Peterson, director of public relations for High Sierra Sport Company. “Partnering with Universal Sports during the Winter Olympics allows High Sierra to support and even further cheer on the athletes.”

Beginning at 12 a.m. Pacific Time on February 12, 2010, until 11:59 p.m. PT on February 28, 2010, fans may enter the USSA Team Giveaway each day by visiting UniversalSports.com. Ski and snowboard enthusiasts will receive news, features, photos and additional editorial coverage of the Winter Olympics as well as original programming from Universal Sports’ sets in Vancouver, Whistler and Westlake Village, Calif.

“High Sierra signature ski and snowboard packs are a perfect fit for the Winter Olympics,” said Doug Neiman, vice president of sales and sponsorships for Universal Sports. “It’s great opportunity for viewers to win a memorable collectors item.”

For more information on High Sierra and USSA Team Giveaway, please visit 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 57 million television households in markets including New York, Los Angeles, Chicago, Philadelphia, Dallas, Washington D.C., 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.

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.

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