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ISSUE 1313
APRIL 1, 2013

WEEKLY

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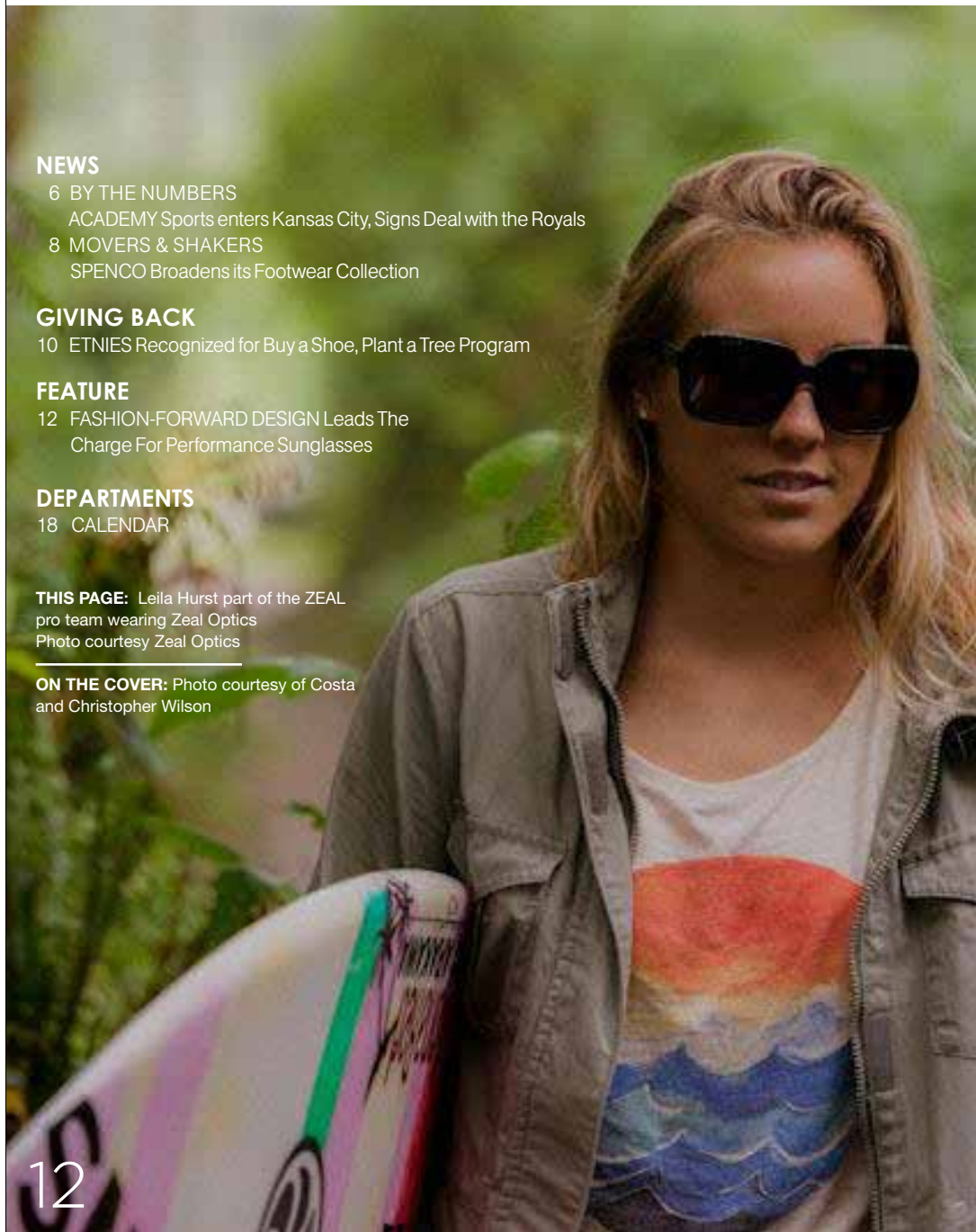
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THIS PAGE: Leila Hurst part of the ZEAL
pro team wearing Zeal Optics
Photo courtesy Zeal Optics

ON THE COVER: Photo courtesy of Costa
and Christopher Wilson



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BY THE NUMBERS

-36.9%

Li Ning posted its first loss since going public in 2004, as revenue tumbled 36.9 percent to RMB6.74 billion (\$1.07 bb) in 2012. China's largest domestic sporting goods company reported an operating loss of RMB1.59 billion (\$252 mm), marking a huge swing from last year's profit of RMB631 million. Net loss attributable to shareholders reached RMB1.98 billion (\$319 mm), greatly exceeding analysts expectations, which called for a loss of RMB 1.4 billion.

-11.4%

Easton-Bell Sports, Inc. had net sales of \$183.5 million for the fourth quarter ended December 31, 2012, a decrease of 11.4 percent compared to \$207.1 million of net sales for the fourth quarter of 2011. Gross margin decreased by 350 basis points to 31.7 percent from 35.2 percent, and adjusted EBITDA decreased by \$17.0 million, or 68.5 percent.

ACADEMY SPORTS ENTERS KANSAS CITY, SIGNS DEAL WITH THE ROYALS

Academy Sports + Outdoors will enter the Kansas City market this summer with two stores set to open in Overland Park and Olathe. Marking its entry, the Texas-based chain also reached an agreement to become the official sporting goods retailer of the Kansas City Royals.

A cornerstone of the Academy Sports + Outdoors philosophy is active community support and grassroots involvement throughout its footprint. The company has a history of giving back to local communities and active-minded families through partnerships with sports teams, youth organizations and outdoor conservation programs.

"Academy Sports + Outdoors is proud to partner with the Kansas City Royals as we plan to bring our broad selection of products at everyday low prices to our two future locations in Overland Park and Olathe," said Anita Sehgal, Academy Sports + Outdoors senior vice president of marketing and advertising. "Our new partnership with the Royals, along with both of our new Kansas City-area stores, are exciting first steps that demonstrate our long-term commitment to this community."

The Overland Park and Olathe stores will mark the second and third locations in the state of Kansas along with Wichita, which opened in November of 2012. Academy Sports operates 159 stores largely in the southeast and southwest.

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MOVERS & SHAKERS

Rip Curl's board appointed **Michael Daly** as its new CEO effective July 1.

ExOfficio named **Julie Liveris** as director of sales.

Puma appointed **Shirley Justice** as general manager for global sourcing. Justice was formerly director of sustainable manufacturing and sourcing materials at Nike.

Skis Compression hired **Danielle Said** as senior marketing manager of digital, communications and e-commerce for North America.

Verde PR & Consulting has been named public relations agency of record for **Balega**, the leading designer and manufacturer of technical performance socks.

Sole Technology, manufacturer of Etnies, Emerica, Altamont and ThirtyTwo, promoted **Diem Culley** as its new COO.

Oboz Footwear appointed **Kira Stoops** as its new marketing manager.



This season's Total Support Sandals, Quartet and Kholo for women, have been updated and are available in a variety of fashion colors and fabrics.



Total Support Sandal, the Yumi, are ideal for travel, post-workout recovery and casual wear.



The Siesta Slide combines a roomy toe box, deep heel cup and biomechanically accurate footbed to promote stability.

SPENCO BROADENS ITS FOOTWEAR COLLECTION

Spenco Medical Corp. continues to expand its footwear collection with 24 new and updated designs for Spring 2013 with new colors and new materials. Based on the popular shoe, the Total Support Siesta, Spenco has added two styles this season - the *Siesta Vented* and *Siesta Slide* both combine a roomy toe box, deep heel cup and biomechanically accurate footbed to promote stability.

This season's Total Support Sandals, the *Yumi*, *Kholo* and *Quartet*, MSRP for all three \$50, have also been updated and are available in a variety of fashion colors and fabrics. They include Spenco's signature arch and metatarsal support along with a deep heel cup to help relieve foot pain and provide comfort for all foot types. Both shoes and sandals are ideal for travel, post-workout recovery and casual wear.

Other styles include the *Yumi Select*, MSRP \$60, that is now available in synthetic brown leather for men. The *Quartet Select*, MSRP \$60, debuts in black, red and purple croco-embossed leather for women.

"Spenco has historically been known for providing pain relief and support through doctor-recommended insoles and casual footwear," said Jeff Antonioli, global sales director for Spenco. "We have perfected the foundation of our footwear and now we're delivering more fashionable and up-to-date options to consumers, proving that you don't have to choose between style and comfort."

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GIVING BACK

ETNIES RECOGNIZED FOR BUY A SHOE, PLANT A TREE PROGRAM

By Thomas J. Ryan



Etnies pro surfer and current program ambassador Matt "Wilko" Wilkinson in his "Make Wilko Plant Trees" campaign.



Founder and CEO Pierre-André Senizergues

Since 2011, through its global Buy a Shoe, Plant a Tree program, Etnies has planted more than 200,000 trees to replenish the severely deforested communities throughout Costa Rica and Brazil. In recognition of its efforts, the Surf Retailers Federation (SRF) recently awarded the iconic skate footwear brand the 2013 Australian Surf Industry Environment Award.

Etnies' environmental initiatives, led by founder and CEO Pierré-André Senizergues, also include pledging to become a carbon-neutral company by 2020; constructing the buildings of its U.S. and European headquarters with solar panels, water-saving technology and many other sustainable features; and of course, its Buy a Shoe, Plant a Tree program.

Through the Buy a Shoe, Plant a Tree program, Etnies plants a tree for every pair of shoes purchased from its designated men's, women's and kids collection, inviting people of all ages throughout the world to take part in reforesting the Earth. Detailed information, including a live tree counter, can be found by visiting the Buy a Shoe, Plant a Tree microsite and watching its infographic video: <http://Etnies.com/buyashoeplantatree>

Andy Derrick, national sales manager for Etnies' Australian distribution partner Quattro Sports, accepted the Environment Award at the Australian Surf Industry Awards in Sydney on Etnies' behalf.

"For the last 13 years, we have been determined to reduce our carbon footprint and take a step in the right direction," said Pierre-André Senizergues. "We are encouraged

that our community realizes this need and embraces the importance of going in that direction. This award is for everyone who has participated in the program - our consumers for voting for the environment with their purchase so that trees can be planted, our retailers and distributors for believing in it and making this program available, and for our internal team at Etnies for supporting it and working with everyone to ensure that we have so many trees planted each year."

The current spring 2013 Buy a Shoe, Plant a Tree collection for men, women and kids can be viewed and purchased on the Buy a Shoe, Plant a Tree microsite, including Etnies pro surfer and current program ambassador Matt "Wilko" Wilkinson's signature colorways of the Dory and Dapper styles. The "Make Wilko Plant Trees" campaign can be viewed here: <http://etni.es/makewilkoplanttrees>.

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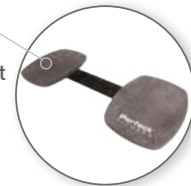
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FASHION- FORWARD DESIGN LEADS THE CHARGE FOR PERFORMANCE SUNGLASSES

What specialty retailers need to know about one of the most important accessories on the floor.

By Aaron H. Bible



Selling trends this spring and summer season for sunglasses are all about style... followed quickly by ever-improving fits, trendy colors and lens technologies. “When it comes to finding the right pair of sunglasses it’s all about fit; then people should go into what options they have. But first and foremost is fit,” said Denver REI’s Travis Hall. “Today glasses seem to be made with an emphasis more on fashion and less on functionality. Over the last three years we’ve seen outdoor companies shift their designs, many glasses nowadays could pass for D&G, it’s been an interesting change.”

Sunglasses are not only a very profitable accessory for retailers, but they fill an interesting space between POP/impulse buy and critical item for travel, sport and recreation. “It’s about 50/50,” continued REI’s Hall. “Some people come into the store and have looked up their options online and have an idea of what they want. The others come in with no information and trust us to find them the right pair of sunglasses.”

“Native sees about a 50/50 split between performance (which we generally consider as rimless) and lifestyle, which are full frame,” said Native Eyewear VP of Sales Kevin Karch. “Our new mid-season launch lifestyle products like the Highline, a retro full-frame style, and our Haskill, an aviator style, are both selling in like hot cakes. In addition, anything in our technologically advanced Odyssey series is selling really well.”

“Retailers need to realize one key fact about sunglasses that should make them focus heavily on the category - sunglasses, in general, offer the highest margin per square foot than the majority of their other categories. Sadly, sunglasses are sometimes an afterthought,” said Native’s Karch.

Karch said that once a retailer decides to make sunglasses a focus, they need to do the following: Commit to the category and offer a variety of brands and price points.

Sunglasses need to be easily accessible as they are sometimes impulse purchases. Part of access, since displays are often locked, is to make sure the area is well staffed so they can service customers looking for sunglasses. “Remember the high margin?” Karch said, “If a sales associate sells one pair of ‘better’ sunglasses they have covered their wages for the day.” Train sales staff to sell sunglasses. The manufacturers do the tech training; what the retailers need to focus on is teaching their associates to sell sunglasses as equipment. “There is not one outdoor sporting activity where sunglasses are not used,” said Karch. “So, no matter what the consumer is buying, sunglasses can likely be a part of the equipment they need.”

The following is a look at some of the top performing brands in a variety of specializations and price points.

Based in Sun Valley, ID, *Smith Optics* was founded in 1965 and has been innovating quality and driving the outdoor-sport eyewear industry ever since.

Smith has perhaps the largest eco-friendly sunglass collection in the world with its Evolve program. All of their injection-molded frames are made from Rilsan Clear, crafted from renewable, non-GMO castor plants for lightweight, full-transparent and durable frames that are more than 53 percent bio-based.



Smith Optics - Frontman (left), Soundcheck (right)

Additional technologies seen this season are photochromic interchangeable lenses in the Pivlock series, adjustable nose pieces in the performance category, and the use of Megol throughout the entire sport collection, which gently adheres to the face when reacting with sweat or moisture to eliminate slippage. As seen with other suppliers, color is big this season for Smith: matte honey, rich blues, vintage whites and scarlets. This summer for men Smith introduces the stylish Frontman. With its crisp and fresh surfacing details, the *Frontman* is extremely versatile with enough head curvature and temple thickness to keep glare off the eyes, MSRP \$80-\$119. For those who like an aviator shape but are afraid of breaking a metal frame, the *Soundcheck* is another new style guaranteed to keep summer concert goers, climbers and paddlers looking good and protected. With its timeless tear dropped shape, this lightweight frame provides a classic look with plenty of durability, MSRP \$80-\$119.

For women, Smith introduces the *Lyric*, sized for all day, everyday wear-ability, MSRP \$80-\$119. With six different frame and lens pairings, Smith makes it easy to find a model that fits every personality and style. Also take note of the fashionable *Facet* and *Lookout*. New performance models include the *Approach* and *Approach Max*.

Zeal Optics was purchased in 2010 by Maui Jim and rebranded itself as a leader in environmental and social responsibility. The company is now introducing the world's first plant-based lens, which upholds to the highest optical standards for quality and clarity while minimizing the company's environmental impact. Unveiled at the International Vision Expo in New York City, Zeal debuted the first lens using a plant-based bonding agent replacing the petroleum-based bonder, and providing an ecological alternative to crude oil-based lenses.



Zeal Optics - Tofino (left), Kennedy (right)

Designed and crafted in Boulder, CO, Zeal's engineering team has found a way to not only reformulate the bonding agent to eliminate oil, but to maintain a 38 "Abbe" value of clarity in an active lens. "Zeal has created a lens that will become the new industry benchmark for optical clarity with an environmental purpose," said Zeal president John Sanchez.

Currently Zeal produces all its sunglass frames with Z-resin, a plant-based material that uses castor oil, eliminating crude from the manufacturing process. "Castor represents a renewable resource," said Dick Auld, plant and soil scientist from Texas Tech University. "We commend Zeal for taking the initiative to use a product that not only increases their sustainability, but also maintains the high quality of their product." The castor plant does not compete with food crops and can be planted in places where other plants cannot grow. It also uses less energy in the manufacturing process, resulting in reduced carbon dioxide emissions.

Zeal Optics' patent-pending bio-based lenses offer protection from UVA, B, and C as well as being able to identify and block a negative light range called High Energy Visible (HEV) light, recently cited as a possible cause of cataracts and macular degeneration. E-lume lenses contain a special hard coating for scratch resistance along with an exclusive high-transmission polarized film for increased protection.

Zeal is known for precision crafted eyewear that pushes the boundaries of outdoor and optical experiences. With handcrafted design straight from the heart of the Rocky Mountains, it has defined itself in the optical industry through innovation in goggle and eyewear.

When it comes to sport-focused sunglasses, *Oakley* is often the first brand that comes to mind. After years of pumping out high-performance, functional shades that provide style, comfort and protection, there is little doubt why Oakley has remained a leader.

This summer Oakley has a number of new styles to choose from. For men come the *Limited Edition Fathom Dispatch II*, the *Offshoot*, *Garage Rock* (and *LE Garage Rock*) and the *Plaintiff*. For women, Oakley introduces the *News Flash*, *LBD*, *Given* and the *Obsessed* models.



Oakley - Limited Edition Fathom Dispatch II (left), Offshoot (right)

The *Limited Edition Fathom Dispatch II* boasts custom inspired graphics highlighted on the ear-stems of the polished black frame, giving the shades a unique look, while the Black Iridium lenses provide great all-around performance that help maintain color recognition while balancing vision for sunny days, MSRP \$150. The *Offshoot* focuses on style and performance as its side-to-side



Optic Nerve is making it easier for retailers and consumers to choose them over others through its easy-to-understand and easy-on-the-pocketbook interchangeable shades program: Get two lenses - bright sun and variable - in one frame for \$49; three lenses - bright, variable and clear - for \$79. Both the Deuce two-lens interchangeable and the Premium three-lens interchangeable program in the performance line feature hydrophobic lenses and anti-reflective coatings. Most models have tactilite rubber at the bridge and/or temple for fit and comfort. The company is going deeper with its polarized line, which is more fashion forward. "The younger crowd is willing to sacrifice some performance for style," said Optic's Lee Hart. "I see it on the single track trails around Salida every day."

"Traditionally, the buying cycle begins in early summer with review of current sales and sampling new prototypes. The buy cycle kicks into gear by Summer Outdoor Retailer. By Q4 we are chasing spring orders and firm commits," said Optic Nerve's Bill Cotton, president of parent company Mountain Shades. "The opposite cycle is similar for Winter Outdoor Retailer and SIA. However the fall sunglass buy is not as critical for dealers."

"In the 'neo-economy,' the buy cycle is constant," Cotton explained. "We are sourcing new prototypes/products and asking dealers for feedback all the time. The best brands will be providing a flow of cool cutting edge shades."

contour opens up peripheral vision to eliminate distortion. The design delivers side protection against wind, sun and impact, and Oakley's pure Plutonite lens material filters out 100 percent of UV light, MSRP \$130.

In the women's collection, Oakley takes on some classic looks. The *Obsessed* features a lightweight frame with chic accents. The company uses its Three-Point Fit system with these glasses to eliminate pressure points, MSRP \$130. The *News Flash* has a handmade custom frame with rich colors that show the beauty of sloping edges; and with its classic shape it has cat-eyed personality and confident charm. News Flash is available with Oakley HD Polarized lenses or prescription lenses if desired, MSRP \$150.



Optic Nerve - Pipeline (left), Revelstoke (right)

Optic Nerve is introducing the new interchangeable system it's calling the Sideswipe (for reasons that become clear once you see it) at Outdoor Retailer Summer Market. This summer, check out the Pipeline, available with the photo chromatic, light adapting lens for \$79 and the two-lens interchangeable deuce program for \$49. Pipeline always includes the hydrophobic and anti-glare lenses plus tactilite on the bridge to prevent slippage, active venting in the corners, and stylish design. The *Revelstoke* in the company's polarized line is getting a lot of retailer attention with a retro-hipster look, with polarized, hydrophobic and antiglare lenses for only \$49.

Designing and manufacturing every pair of glasses in their Daytona Beach, FL, workshop, *Costa* provides an American product that has a rich tradition of keeping sporting and fishing enthusiasts looking good with high-quality eyewear. As a leading manufacturer of the world's clearest polarized performance sunglasses, Costa also specializes in fit. And any eyewear specialist will tell you, fit is king.



Oakley - Obsessed (left), News Flash (right)



Photo courtesy of Costa

The new men's *Cut* melds an on-trend retro look with Costa's premium technology, including no-slip nose pads, sturdy integral hinges and tough co-injected molded nylon frames. *Cut* is available in several of Costa's new frame colors such as ocean (light blue), squall (black gray), honey tortoise and an ombré coconut fade. It's available in the patented 580-lens technology. The lenses block yellow light – the harshest light – from entering the eye, allowing it to relax, and the result is razor sharp color enhancement and polarization. Costa's 580 lenses are offered in either hard-coated, optically ground glass (580G) or super lightweight, impact-resistant polycarbonate (580P). Available lens colors include gray, copper, amber, blue and green mirror.



Costa - Tower (left), Cut (right)

Women will also enjoy new, stylish models with all the same performance features. All Costa sunglasses are 100 percent polarized, eliminate glare and protect against harmful UVA and UVB rays.

Costa has created high quality performance and prescription sunglasses for outdoor enthusiasts since 1983 and is currently the fourth-largest brand in the performance sunglasses market.

"The key to effectively selling Costa sunglasses is three-fold: arming retail sales associates with training through our web-based training partner 3point5.com; maintaining a diverse selection of our top-selling sunglasses; and providing retailers with high quality Costa Retail Support materials, such as prominently placed display fixtures and plaques and consumer brochures," said Dave Bulthuis, VP of sales, Costa Sunglasses. "Retailers can compliment customers' sunglass sales with a variety of Costa accessories and apparel as well."

"It's our 30th anniversary in 2013, and we're pulling out all the stops to celebrate," said Chas MacDonald, president of Costa. "We'll introduce 13 new styles, including three new performance sunglasses. We'll launch 15 new frame colors, like blackout and Realtree AP camo, and several translucent hues. We're increasing our Rx sun lens capacity and expanding our apparel line."

New styles for men include the *Conch* and the *Tower*, both metal frames, aviator-style sunglasses featuring sturdy integral hinges and adjustable silicone nose pads for optimal fit. *Tower's* retro rectangle shape is a medium fit, and includes no-slip temple tips to keep the glasses comfortably in place all day. Both are MSRP \$199. Frame colors include palladium, gunmetal and gold. Most models are available with Costa prescription lenses through authorized optical retailers.

Denver's *Native Eyewear* delivers great options whether you're running a 10K, freestyle or road biking, playing volleyball or just relaxing on the beach. With contemporary styles for men and women, Native introduces two new models for spring/summer: the *Haskill* and the *Highline*. The *Haskill* is an aviator style with a full metal front, complete with N3 lenses and six color combos to choose from, MSRP \$159-179. The *Highline* takes on a classic "wayfarer" look. The *Highline* also features the N3 lenses and six color combos, MSRP \$109-129.



Native Eyewear - Haskill (left), Highline (right)

“The overall trend is color, whether it is lens colors or fun frame colors and textures,” said Native’s Karch. “We see color playing a key role in both the performance category and the lifestyle category. On the performance side, you see footwear and apparel getting very colorful. The performance sunglass frame colors we are launching for 2013 tie into these fun bright colors. Our new 2013 performance styles *Eastrim*, *Lynx*, and *Numa* all pull in some of this color pop in the form of the actual frame color and the use of colorful Cushional (the rubber that keeps the glass on your face).”

“On the lifestyle side it’s about frame and lens colors,” said Karch. “Crystal (clear) frames, translucent frames and prints such as wood grain or other effects are selling well. For Native, all of our new 2013 styles such as the *Kodiak*, *Sidecar*, *Bigfork*, *Haskill* and *Highline* incorporate great frame colors and textures and some great lens colors like blue mirror or bronze mirror.”

“On the technology side, we are experiencing phenomenal sales of our *Odyssey Series* which incorporates new technologies into both the lens and the frame,” Karch explained. “Our new *N3 Lens* is unique in that it blocks 4 times more Infrared (IR) heat than any other lens on the market. In addition, the *N3 Lens* offers excellent contrast enhancement and superior impact resistance. The consumer is literally seeing and feeling the excellent quality of the *N3 lens* versus our competition and they are realizing they can get a super high-quality polarized lens from Native at a reasonable price. The frame technology is called *co-injected molded temples*. This technology takes the *Cushional* rubber and injects it into the frame during the manufacturing process. The benefits are more *Cushional* on the frame to prevent slippage and less warranty worries down the road since the *Cushional* cannot come off the frame.”

While the company has its roots in alpine, the versatile and high-quality *Julbo* has been winning awards in trail, angling and cycling. And, they’ve completely re-vamped their travel line for 2013. For women, the new *Bora Bora* is the best looking female style that Julbo has offered to date. It is cute, comfortable, has great hold, and comes in the photochromic and polarizing *Falcon* lens. The *Bora* is available in White/Black, Brown/Blue, Black and Blue with a variety of quality lens choices, MSRP \$80-\$190.



Julbo - Bora Bora (left), Cargo (right)

For men, the new *Suspect* is offered in bright colors and has a stylish look. Sure to be a hit, the *Matte Green* with *Spectron 3+* or *Cat. 3+* lenses, or the *Multilayer blue tint* lenses, can’t miss. *Suspect* is also available in *Matte Black* and *Matte White* with various lens options, MSRP \$85-\$190.

What is trending for this legendary eyewear brand that made its goggle debut in the U.S. market last year?: “For us - colors!” said

Julbo USA CEO Nick Yardley. “Conscious effort by us to make fun bright colors - and as ever, technical lenses that serve a specific use.”

In the Team and Sportsman’s world and new from *Under Armour* are a variety of styles that speak to street, fashion, but most importantly team and performance sport. From Tactical to Baseball, Cycling, Coaching and more, UA is introducing high-quality branded eyewear this spring/summer.

In performance youth sunglasses, the *Nitro* offers comfort and sun protection for the junior athlete. *ArmourSight Lenses* deliver up to 20 percent enhanced vision edge-to-edge in virtually shatterproof polycarbonate lenses, along with a durable *ArmourFusion* frame and unique *Air Flow Technology*. *Three Point Grip* ensures a comfortable and secure fit (available in select styles). The *Nitro L* provides extended coverage and a larger lens with all the same features. *Multiflection* technology guards against scratches and is easy to clean.



Under Armour - Nitro (left), Nitro L (right)

Inspired by Under Armour footwear technology, the *Phenom* features a *co-molded* process allowing temples to self-adjust for an articulated fit. Upholding Under Armour performance, *Phenom* utilizes patented *Zeiss* optics on an *ArmourSight* shield. *Cap Gripper* technology ensures a secure fit when worn upside down on a cap (available in select styles).



Under Armour - Phenom (left), Igniter II (right)

The *Igniter’s* rimless frame design allows for a wide field of vision for multiple sports. *Armourfusion* frame technology provides a comfortable fit and *Armoursight* lens technology lends enhanced vision; an adjustable nose pad guarantees a custom fit. The sleek *Igniter II* offers a wide field of vision through a rimless frame for multiple sports. ■

CALENDAR

For full year calendar go to
sportsonesource.com/events

APRIL

12-14 SGB Golf Outing
 Charleston, SC

MAY

5-8 N.S.G.A. Mgmt. Conference
 Palm Beach Gardens, FL

8-9 ASI New York
 New York, NY

JUNE

18-20 Licensing International Expo
 Las Vegas, NV

26-28 TAG Spring/Summer Show
 St. Charles, MO

27-29 Sports Inc. Athletic Show
 Denver, CO

JULY

9-10 TAG Summer Show
 St. Charles, MO

10-12 BCA International Billiard & Home
 Recreation Expo
 Friedrichshafen, Germany

11-14 European Outdoor Trade Fair
 Friedrichshafen, Germany

12-14 A.D.A. Spring Show
 Milwaukee, WI

16-18 ASI Chicago
 Chicago, IL

17-19 NBS Specialty Outdoor Market
 Fort Worth, TX

18-19 NBS Summer Market
 Fort Worth, TX

31 Outdoor Retailer Open Air Demo
 Salt Lake City, UT

AUGUST

1-4 Outdoor Retailer Summer Market
 Salt Lake City, UT

1-4 SGB Active Lifestyle Investors
 Conference
 Salt Lake City, UT

8-10 Sports Inc. Outdoor Show
 Denver, CO

17-19 Atlanta Shoe Market
 Atlanta, GA

SEPTEMBER

8-10 NBS Fall Semi-Annual Market
 Fort Worth, TX

18-20 Interbike International Trade Expo
 Las Vegas, NV

30-2 OIA Rendezvous
 San Diego, CA

OCTOBER

7-8 The Retailing Summit
 Dallas, TX

15-17 SGB Sports & Technology
 Convergence
 Palo Alto, CA

NOVEMBER

5-7 TAG Fall/Winter Show
 St. Louis, MO

15-17 A.D.A. Fall Show
 San Antonio, TX

24-26 Sports, Inc. Athletic Show
 Las Vegas, NV

TRADE ASSOCIATIONS | BUYING GROUPS

Athletic Dealers of America
 1395 Highland Avenue
 Melbourne, FL 32935
 t 321.254.0091
 f 321.242.7419
athleticdealersofamerica.com

National Shooting Sports Foundation
 Flintlock Ridge Office Center
 11 Mile Hill Road
 Newtown, CT 06470
 t 203.426.1320
 f 203.426.1087
nssf.org

National Sporting Goods Association
 1601 Feehanville Drive / Suite 300
 Mount Prospect, IL 60056
 t 847.296.6742
 f 847.391.9827
nsga.org

Nation's Best Sports
 4216 Hahn Blvd.
 Ft. Worth, TX 76117
 t 817.788.0034
 f 817.788.8542
nbs.com

Outdoor Industry Association
 4909 Pearl East Circle / Suite 300
 Boulder, CO 80301
 t 303.444.3353
 f 303.444.3284
outdoorindustry.org

SFIA
 8505 Fenton Street
 Silver Spring, MD 20910
 t 301.495.6321
 f 301.495.6322
sfia.org

Snow Sports Industries America
 8377-B Greensboro Drive
 McLean, VA 22102
 t 703.556.9020
 f 703.821.8276
snowsports.org

Sports, Inc.
 333 2nd Avenue North
 Lewistown, MT 59457
 t 406.538.3496
 f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
 590 Fishers Station Drive / Suite 110
 Victor, NY 14564
 t 585.742.1010
 f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
 629 Cepi Drive
 Chesterfield, MO 63005
 t 636.530.3710
 f 636.530.3711
tag1.com


Worldwide
 8211 South 194th
 Kent, WA 98032
 t 253.872.8746
 f 253.872.7603
wdi-wdi.com

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Summer Market
JULY 31-AUGUST 3, 2013

Open Air Demo
JULY 30, 2013

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CALENDARS

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Winter Market
JANUARY 22-25, 2014

All Mountain Demo
JANUARY 21, 2014

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