

FOR IMMEDIATE RELEASE:

Burton Canadian Open Snowboarding Championships Dates Changed

BURLINGTON, VT (November 6, 2008) – Burton Snowboards and Calgary Olympic Development Association's (CODA) Canada Olympic Park today announced that they have decided to move the upcoming Canadian Open Snowboarding Championships to February 2-8, 2009. Due to the recent cancellation of the Session at Vail, an optimal window has opened in the North American snowboard event schedule.

"With the Session no longer happening, it frees up a window in the calendar that we have looked at in the past as strategically beneficial to the event," said Burton Events Director, Liam Griffin. "This week leads up to the FIS World Cup at Cypress in 09, and it also leads up to the Olympics in 2010. Since the Canada Olympic Park pipe was the template that the Cypress pipe was based off of, this gives riders the option to hit two events in western Canada in a row."

Due to the change in dates of the Canadian Open, the Burton European Open (BEO) is now the next event in the Burton Global Open Series. Celebrating its 10th year, the special birthday edition of the Burton European Open will take place in Laax, Switzerland from January 9-16, 2009.

With events scheduled year-round and in six countries, the Burton Global Open Series offers riders the chance to earn points towards a male and female championship title, each worth \$100,000, currently the largest single payout in competitive snowboarding.

The Burton Global Open Series is also part of the Swatch Ticket To Ride World Snowboard Tour (TTR), the largest group of independent freestyle snowboard events in the world. TTR ranks riders based on their results at participating competitions and crowns a TTR World Champion at the US Open. For more information on the Swatch TTR World Tour, visit www.ttrworldtour.

Burton would like to thank CODA, Go211.com, Coors Light, Samsung, Schick Xtreme 3, Alberta Snowboard Association, Snowboard Canada and Swatch TTR World Snowboard Tour for their support of the Canadian Open

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About the Burton Global Open Series

The Burton Global Open Series events are the pinnacle snowboarding events of the season. Founded by Jake Burton, the Opens have grown from grassroots events to global spectacles attracting tens of thousands of spectators and riders from around the world. Since the beginning, the Opens have been driven by riders, for riders evolving with snowboarding and riders' needs over the years. With events held in Canada, Europe, Japan, the United States, New Zealand and Australia, the Opens set the standard for snowboarding events around the globe. For more information, visit www.opensnowboarding.com

About the Swatch TTR World Snowboard Tour

Founded by Terje Haakonsen and industry innovators in 2002, the SWATCH Ticket To Ride (TTR) World Snowboard Tour is a non-profit, rider-driven organization with the mission to create the highest quality competitive snowboard environment in the world, using authenticity, accessibility and innovation as guiding principles. Since its foundation, the Swatch TTR Tour has been developing into the most exposed snowboard tour worldwide featuring global grass root and key independent freestyle snowboarding events over a ten-month period from Southern to Northern Hemisphere locations. Events are rated via a 1-

through-6Star system, with points allocated accordingly; a 6Star event holds the highest. Any rider participating in these events, from up-and-coming to professional talent, earns ranking points and a position on the SWATCH TTR World Ranking List. The top male and female rider based on an average of their best eight results of the season is crowned SWATCH TTR World Snowboard Tour Champion. For more information, visit www.ttrworldtour.com

About Go211.com

Go211.com is the leading community and video site for lifestyle sports created by and for action sports athletes and enthusiasts. It's the place to hang with the pros and friends to get behind-the-scenes video, blogs, photos, webcasts and podcasts from featured contributors along with other action sports fans. Go211.com offers a broad range of exclusive content submitted directly from the athletes. The current Go211 Pro Team roster includes Keir Dillon, Keegan Valaika, Danny Kass, Hannah Teter, Kevin Pearce, Kelly Clark, Jack Mitrani, Ben Watts, Donny Robinson, CJ Hobgood, Christian Hosoi, Holly Beck, Sarah Burke and Mike Losness, among others.

About CODA

CODA provides world-class sport facilities where Canadian athletes can discover, develop and excel. CODA owns and operates Canada Olympic Park, the Bill Warren Training Centre, the Beckie Scott High Performance Training Centre on Haig Glacier, and Camp Green on Farnham Glacier. A not-for-profit organization, CODA supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. CODA also provides the necessary support to host major national and international winter sporting events at the various facilities, making the Calgary/Bow Valley Corridor home to high performance winter sport in Canada. For more information on CODA please visit www.coda.ca.