

The Burton Canadian Open Announces Rider Registration Dates *World-Class Snowboard Competition Offers Crucial Points Towards the Burton Global Open Series and Swatch TTR World Tour Championship Titles*

BURLINGTON, VT (September 22, 2008) – Online competitor registration is now open for the first-ever Burton Canadian Open, taking place from December 1-7, 2008 at the Calgary Olympic Development Association's (CODA) Canada Olympic Park in Calgary, Alberta. CODA has been providing world-class sport facilities for Olympic development for 20 years and Canada Olympic Park is home to the exact duplicate of the halfpipe that will be built for the 2010 Winter Olympics.

The third stop on the 2008/2009 Burton Global Open Series and a SWATCH TTR 5Star event, the Canadian Open will include slopestyle and halfpipe competitions, offering riders the chance to earn a piece of the \$50,000 USD prize purse and gain valuable points towards Burton Global Open Series championship titles and the Swatch Ticket To Ride World Tour championship titles.

Here's how to register to compete:

Head to www.opensnowboarding.com, go to the Canadian Open homepage and click on Registration in order to register online for the Registration Waitlist. Registration will be open until October 20, 2008. If we receive more registrations per format than the number of pre-qualification spots available, riders will be selected from the Registration Waitlist based on their BGOS standings/results and their TTR standings/results, with priority given to the riders with the best standings/results. On or before October 27th, you will be notified VIA EMAIL (and only email) if your registration has been successful and that your entry for the Canadian Open Halfpipe and/or Slopestyle Pre-Qualifiers is confirmed. At that time, your credit card will be charged a non-refundable \$75CAD per discipline as applicable. If your name is not selected, you will automatically be added to the waitlist (which shall be selected at random). Top pros will receive special invites to compete. For complete details/rules on the registration process, visit the Canadian Open home page on opensnowboarding.com.

With events scheduled year-round and in six countries, the Burton Global Open Series boasts the most lucrative cumulative prize purse in snowboarding – over \$900,000 – with equal prize money to men and women. All six Burton Global Open Series events offer 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. Following this summer's New Zealand and Australian Opens, Luke Mitrani (USA) and Jamie Anderson (USA) are in the lead for the \$100,000 Burton Global Open Series Championship title.

The Burton Global Open Series is also part of the SWATCH Ticket To Ride (TTR) World Snowboard Tour, the largest group of independent freestyle snowboard events in the world. TTR ranks riders based on their results at participating competitions and crowns the TTR World Champions at the US Open. The current leaders for the TTR titles are Chas Guldmond (USA) and 2007/08 TTR world champion Jamie Anderson.

For more information on the Burton Global Open Series head to www.opensnowboarding.com
For more information on TTR, visit www.ttrworldtour.com.

If you can't make it to Canada, watch the semi-finals and finals live on Go211.com, where webcasts and highlights of the competitions will also be available for on-demand viewing once the event is over.

Burton would like to thank CODA, Red Bull, Go211.com, Coors Light, Alberta Snowboard Association 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 is a national leader in creating Canadian Olympic winter sport excellence from the grassroots level to the country's best athletes. 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. For more information on CODA please visit www.coda.ca.