

FOR IMMEDIATE RELEASE

First Canadian Open Snowboarding Championships Media Credential Request Forms Are Now Available Online

Burlington, VT (October 17, 2008) Today the Burton Global Open Series welcomes media requests for press credentials for the first annual Canadian Open Snowboarding Championships taking place from December 1-7, 2008 at the Calgary Olympic Development Association's (CODA) Canada Olympic Park in Calgary. 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 toward men's and women's Burton Global Open Series championship titles and the Swatch Ticket To Ride World Tour championship titles. Like all Burton Global Open Series events, the Canadian Open will give local and amateur riders the chance to compete against some of the best pros in the sport and award equal prize money to male and female competitors.

Here's how to apply for your credential:

- Head to opensnowboarding.com
- Click on the Canadian Open logo
- Click on the PRESS tab on the homepage of the website
- Click on the 'Media Credential Application' link in the left column of the PRESS page
- Enter username: `bgospres` password: `bgospres`
- Please fill out and submit the form by November 17, 2008
- You will receive an email about the status of your credential by November 24, 2008.

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

Media Contacts:

Mia Troy-Vowell
Burton Snowboards
(802) 652-6765

Tracy Cobb
Calgary Olympic Development Association
(403) 247-5954
tracy.cobb@cod.ca

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 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.cod.ca.

IGNITING PASSION FOR SPORT

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.



IGNITING PASSION FOR SPORT