



NEWS RELEASE

For Immediate Release

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**SPORT CHALET INKS EXCLUSIVE THREE-YEAR DEAL WITH LAKERS**

Los Angeles, California - (June 4, 2008) - Sport Chalet, Inc. (Nasdaq: SPCHA, SPCHB), one of the nation's premier sporting goods stores, today announced it has inked an exclusive sponsorship agreement with the Los Angeles Lakers of the National Basketball Association (NBA). The three-year agreement makes Sport Chalet the "Official Sporting Goods Retailer of the Los Angeles Lakers" commencing with the 2008-09 season and running through 2011.

Highlights of this partnership include such premier items as: Under Center Scoreboard Signage, Above Center Scoreboard Signage, Consumer Promotion, PA Announcements and Video/LED Boards, Broadcast Drop-ins, Arenamation Signage, In-arena Center Scoreboard LED Boards, In-arena Side LED Boards, In-arena Giveaways, Celebrity Signature Contests, *LAKERS* Magazine Advertising, Retail Ticket Promotions and Radio Advertising.

"Our customers and our employees have grown up watching the Lakers winning championship after championship, from the great times of the '60s to 'Showtime' to the Phil Jackson era and now Kobe. This franchise is a model of greatness," said Craig Levra, Chairman and Chief Executive Officer of Sport Chalet. "On behalf of 4,300 Sport Chalet employees and millions of Sport Chalet customers, we couldn't be more thrilled in becoming the official sporting goods sponsor for the Los Angeles Lakers."

In addition, as the official sporting goods retailer of the Los Angeles Lakers, Sport Chalet will be able to create and deliver unique advertising and promotional opportunities that will enable Sport Chalet to directly engage its target audience. Suite nights and receptions were also inked in the deal.

"We are thrilled to have Sport Chalet, the leading Specialty Sporting Goods Retailer on the West Coast join the Los Angeles Lakers family of sponsors," said Tim Harris, Senior Vice President of Business Operations and Chief Marketing Officer for the Los Angeles Lakers. "As the Official Sporting Goods Retailer of the Lakers, our partnership unites two of the premier hometown brands. Sport Chalet will offer fans the opportunity to join in on the excitement of Lakers basketball as the #1 destination of choice for all of Southern California when it comes to specialty sporting goods."

### **About Sport Chalet, Inc.**

Sport Chalet, founded in 1959 by Norbert Olberz, is a leading operator of full-service specialty sporting goods stores in California, Nevada, Arizona and Utah. The company offers more than 50 services for the serious sports enthusiast, including backpacking, canyoneering and kayaking instruction; custom golf club fitting and repair; snowboard and ski rental and repair; SCUBA training and certification; SCUBA boat charters; team sales; racquet stringing, and bicycle tune-up and repair throughout its 51 locations. The addresses for Sport Chalet's Web sites are [actionpass.com](http://actionpass.com) and [sportchalet.com](http://sportchalet.com).

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