

## NEWS RELEASE

**For Immediate Release**

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### **SPORT CHALET OPENS STORE IN WEST LOS ANGELES**

LOS ANGELES, California - (June 24, 2008) - Sport Chalet, Inc. (Nasdaq: SPCHA, SPCHB) is proud to celebrate the grand opening of its new 50,500 sq. ft. store located at 11801 West Olympic Boulevard, Los Angeles, CA 90025. The Company now has 52 Sport Chalet locations.

A grand opening celebration and sale is scheduled for Friday, June 27<sup>th</sup> through Sunday, June 29<sup>th</sup>. Activities will include celebrity appearances, sports demonstrations, and free giveaways. On Friday, Saturday and Sunday mornings, the first 200 customers, who are in line before the store opens and who sign up for Action Pass™ (our free customer rewards program) will receive a Sport Chalet gift card valued anywhere from \$10 to \$200. On Friday at 9 a.m., Sport Chalet Chairman and CEO Craig Levra, members of the Greater West Los Angeles Chamber of Commerce, along with Sport Chalet's West Los Angeles General Manager Josh Marker, will kick off the festivities with a traditional ribbon cutting ceremony. The University High School Jazz Ensemble will perform at the opening ceremony.

On Saturday at 11 a.m., meet YouTube sensation Zach "Speed Bag Skunk" Ruffo and watch him demonstrate his amazing and unique speed bag skills courtesy of Everlast. On Saturday at 4 p.m., meet Christopher "Big Black" Boykin, of MTV's hit television show "Rob & Big" courtesy of SPY Optic. Customers may also enter to win \$30,000 worth of prizes and gift cards from adidas, Coleman, Garmin, O'Neil, Speedo, New Balance and Nike all weekend long.

#### **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 over 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 52 locations. The addresses for Sport Chalet's web sites are [www.actionpass.com](http://www.actionpass.com) and [www.sportchalet.com](http://www.sportchalet.com).