



NEWS RELEASE

For Immediate Release

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Sport Chalet Secures Three-Year Exclusive Deal with UCLA Bruins

Los Angeles, California (August 8, 2008) – Sport Chalet, Inc. (NASDAQ: SPCHA, SPCHB), one of the nation’s premier sporting goods retailers, today announced it has signed an exclusive sponsorship agreement with the University of California at Los Angeles (UCLA). The three-year agreement makes Sport Chalet the “Official Sporting Goods Retailer” of the UCLA Bruins.

UCLA Fans set school records in 2007 with the highest average attendance (76,378/game) and most season tickets ever sold. This exclusive partnership gives Sport Chalet a highly visible presence at UCLA for all home games from 2008 to 2011. In addition, Sport Chalet will receive Olympic sport exposure at all regular-season home events for selected UCLA Olympic sports.

“UCLA has one of the most impressive sports histories of any college in the nation. They have won the most National Championships - 103, and are the leader in producing professional athletes, coaches and Olympians over the past 25 years,” said Craig Levra, Chairman and Chief Executive Officer of Sport Chalet. “We are absolutely thrilled to become the ‘Official Sporting Goods Retailer’ for one of the nation’s most dominant universities in collegiate sports history.”

As the official sporting goods retailer of the UCLA Bruins, 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 through its Action Pass program.

“We’re excited to have a company like Sport Chalet join the Bruins family,” said Tom Davis, General Manager, UCLA ISP Sports Network. “This long-term partnership is a natural fit and will be a boost for UCLA’s athletic programs while helping raise Sport Chalet’s profile in Southern California. We’re confident this will be a beneficial relationship for both UCLA and Sport Chalet.”

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 53 locations. The addresses for Sport Chalet’s Web sites are actionpass.com and sportchalet.com.

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