

NEWS RELEASE

For Immediate Release

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SPORT CHALET OPENS STORE IN CONCORD, CALIFORNIA

LOS ANGELES, California - (October 30, 2008) - Sport Chalet, Inc. (Nasdaq: SPCHA, SPCHB), one of the nation's premier sporting goods stores, is proud to announce the grand opening of its new 42,000 sq.ft. store located in Sport Chalet Plaza at 1280 Willow Pass Road, Concord, California 94520. The Concord store will be Sport Chalet's 54th location and 42nd store in the California market.

Commenting on the opening, Craig Levra, Sport Chalet Chairman and CEO, said, "We have been searching for the perfect location within the Concord area for over 5 years. It is with great pleasure that we are finally able to bring Sport Chalet to this community. With our key brands and outstanding product selection, this store has been designed to enhance the customer's shopping experience."

A grand opening celebration and sale is scheduled for Friday, November 7th through Sunday, November 9th. On Friday at 8:30 a.m., Craig Levra, Concord Mayor Bill Shinn, Concord Chamber of Commerce President and CEO Keith McMahan, along with Sport Chalet's Concord General Manager Kyle Richards, will kick off the festivities with a traditional ribbon cutting ceremony. The Ygnacio Valley High School Jazz Ensemble will perform at the opening ceremony.

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. Customers may also enter to win \$10,000 worth of prizes and gift cards from many of our well known brands including Callaway, Coleman, Diamondback, Electra, Garmin, Magellan, Proform and The North Face all weekend long.

Parking lot activities will take place throughout the weekend. On Saturday, November 8th at 10 a.m. Heather Quarterman, one of the local radio jocks on KKDV's "The Morning Show," will be live on site for a radio remote. On Saturday and Sunday, there will be a free rock climbing wall all day long and The Gale Webb Extreme Sports & Air Show will be featured at noon and 3 p.m.

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 53 locations. The address for Sport Chalet's web site is www.actionpass.com and www.sportchalet.com.

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