

FOR IMMEDIATE RELEASE

**NATIONAL RETAILER SPORT CHALET COLLECTS NEARLY
ONE MILLION PAIRS OF SHOES IN TWO WEEKS FOR SOLES4SOULS®
HAITI RELIEF EFFORT**

February 3, 2010 – (Nashville, TN) Soles4Souls, the international shoe charity dedicated to providing shoes to people in need, is delighted to announce that Sport Chalet has collected more than **950,000** pairs of shoes for Haiti Relief in just two weeks! From January 14 through January 31, 2010, new and gently worn shoes were dropped off by the general public at all 55 Sport Chalet locations.

"Our customers are the best," said Craig Levra, Chairman and CEO of Sport Chalet. "They have proven, in an overwhelming fashion, that they are truly generous people who gave from their hearts. We had children, communities, schools, businesses and local organizations all rallying to donate their new and gently worn shoes. Their outpouring of support for the besieged residents of Haiti is unbelievable, and we are very grateful that we could help."

Soles4Souls had originally set a national goal to collect 250,000 pairs of shoes and Sport Chalet set theirs at 55,000 pairs. After the first three days, Sport Chalet had collected nearly 70,000 pairs and therefore increased their personal goal to 250,000 pairs while Soles4Souls increased their national goal to 1.3 million.

"We are simply floored by the overwhelming support that our partners at Sport Chalet have received," said Wayne Elsey, Founder and CEO of Soles4Souls. "Their donations will be used to bring hope to the people of Haiti as they struggle to rebuild their lives. We are proud of the public for stepping up to help those less fortunate."

For more information on how to get involved and donate to the victims in Haiti, visit www.giveshoes.org.

About Sport Chalet

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 tuneup and repair throughout its 55 locations. For more information, visit www.sportchalet.com.

About Soles 4 Souls

Soles4Souls is a Nashville-based charity that collects shoes from the warehouses of footwear companies and the closets of people like you. The charity distributes these shoes free of charge to people in need, regardless of race, religion, class, or any other criteria. Since 2005, Soles4Souls has given away over 7 million pairs of new and gently worn shoes (currently

donating one pair every 9 seconds.) The shoes have been distributed to people in over 125 countries, including Kenya, Thailand, Nepal and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages. Anyone can join our cause, and we need your help. Visit www.giveshoes.org <<http://www.giveshoes.org>> for more information.

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