



FOR IMMEDIATE RELEASE

Contact: Melissa Clary
Board Retailers Association (BRA)
910.509.0109 x. 1005
melissa@boardretailers.com
www.boardretailers.org

BOARD RETAILERS ASSOCIATION CONDUCTS RETAIL FOCUSED SURVEY ON TRADESHOW SCHEDULE

MAJORITY OF RETAILERS NOT INITIALLY IN FAVOR OF MOVING SEPTEMBER TRADESHOWS TO AUGUST IN 2009

WILMINGTON, NC, NOVEMBER 5, 2007 — In response to industry feedback regarding the dates of the Surf Expo and ASR Tradeshows, the Board Retailers Association (BRA) recently conducted a retail-focused survey to gauge buyer's initial response to moving the September show dates back to August. Over the past couple of years, apparel and shoe companies have begun to break their lines earlier, pushing up ordering deadlines and making the September tradeshows less timely. As a result, both ASR and Surf Expo are considering moving the September show in 2009 to the middle or end of August.

One hundred and fifteen retailers representing at least 240 store locations, as well as every aspect of the board sport industry from surf, snow and skate to boutique and resort replied to the BRA survey on the upcoming tradeshow schedule. 62.1% of the respondents were from the East Coast and Puerto Rico, 17.6% indicated they were from the Midwest while the remaining retailers indicated they were from the West Coast or Hawaii. Of the survey respondents, 81% indicated that they regularly attend the Surf Expo tradeshow and almost 40% attend ASR.

Of the 40% of respondents who attend ASR, a slight majority (57%) of retailers indicated that they preferred for ASR to remain in September after the Labor Day holiday. To affirm their position, 27% of these retailers indicated that they would not attend the show if the dates were moved to August, while almost half (43%) of survey responders indicated that they would attend the show no matter what dates were selected. 14% of the 40% that attend ASR actually indicated they were in favor of the show moving dates to August.

Like ASR, retailers who attend Surf Expo (81% of retailers surveyed) initially prefer for the show to keep its current dates in September. 13.2% selected the fourth week of August as a potential substitute and 12.1% indicated that they would prefer the show take place in the third week of August. Half (50.6%) of the retailers who responded to the survey and currently attend Surf Expo indicated that they would no longer be able to participate in the show if the dates were moved to August. 24.2% were neutral to the change while 13.2% actually preferred the move.

The Board Retailers Association will continue to work with tradeshow organizations as they collect, analyze and evaluate both retail and manufacturer feedback on the 2009 show dates. BRA would like to thank retailers for taking the time to complete the survey.

The Board Retailers Association (BRA) is a non-profit representing over 500 independently owned board sport retailers. Under the direction of BRA's Chairman and Board of Directors, the association serves as the preeminent voice, for independent retailers of surf, skate, snow and wake products, on a grassroots level with manufacturers, trade show representatives, and other associations. The Board Retailers Association also works to provide educational resources and exclusive discounts and savings from vendors on the day-to-day costs of business via our Associate Membership Program. www.boardretailers.org

###