



FOR IMMEDIATE RELEASE:

SWATCH TTR WORLD TOUR RETURNS TO THE GREAT WHITE NORTH

Innsbruck, Austria – January 27th, 2009: After some intense top tier riding and competition at the 6Star Burton European Open and the 6Star O'Neill Evolution in Europe, the Swatch TTR World Snowboard Tour is set to mix things up Canadian style, heading northwest to Calgary, Alberta for the 5Star Burton Canadian Open. Taking place at the Canada Olympic Park, the two format, Slopestyle and Halfpipe competition offers up a \$50 000 USD prize purse and two batches of 850 TTR Ranking Points to those brave and strong enough to face the bitter Canadian cold and fight their way to the podium.

The highly anticipated contest features a familiar open format, allowing talented local, amateur and determined pro riders to compete against the top ranked snowboarders in the world. With a qualification list that boasts well over 100 riders there is no doubt we'll see some huge upsets and heated battles at the inaugural event. Expect big performances from riders like local Jed Anderson (CAN), Drew Brighton (USA), Elias Elhardt (GER), Justin Lamareux (CAN), Arthur Longo (FRA), and Charmaine Ironside (CAN).

The one to look out for is current female Swatch TTR World No. 10 Lisa Wiik (NOR) who recently won the Slopestyle title at the 6Star Burton European Open. Wiik has her work cut out for her, needing to push through the preliminary rounds and a tough field of world-class female riders. Wiik however, will no doubt carry her momentum from Laax in order to move up in the women's TTR Top 10 and claim back-to-back Slopestyle titles. Similarly, if BEO pipe champion Kelly Clark (USA) makes an appearance in Calgary we just might see two women walk away with two consecutive titles.

In terms of the Swatch TTR Rankings, for the men it's too early to tell. In the middle of a boisterous season, anything can happen with two major TTR events going down just days before, the 5Star Red Bull Snowscrapers and the 6Star Billabong Air & Style Innsbruck. And with many of the TTR Top 10 competing in both the Canadian Open Halfpipe and Slopestyle, it's almost impossible to say who will move where in the rankings. But we can tell you that it's going to be tight so expect some huge ranking changes in the next couple weeks. Like all the key 5 and 6 Star events on the Tour you can bet many of the big name riders will likely make an appearance in Calgary such as current TTR World No. 2 Peetu Piiroinen (FIN), TTR World No. 7 Charles Reid (CAN) and TTR World No. 9 Sebastian Toutant (CAN).

Be sure to log on to www.ttrworldtour.com to check out all the daily news, updated men's and women's rankings, video highlights, rider profiles and behind-the-scenes blogs as the Swatch TTR Tour continues its trek around the world. The 5Star Burton Canadian Open will also be webcast live on go211.com allowing you to catch all the spills and thrills

CONTACT:

Verena Bossmann: verena@ttrworldtour.com / +43 (0)676 7575111





of what is sure to be the one of the greatest displays of snowboard competition that Canada has ever seen.

Around the same time a truckload of more Swatch TTR action takes place around the corner: February 6th – 7th 2009, the rookies will take it to Mont Tremblant, Quebec, Canada for the 3Star Salomon Snowboards Backyard Bang and February 7th – 8th, 2009 the 3Star Burton AM Series rolls on in Park City, Utah, USA.

2008/2009 - Swatch TTR World Snowboard Tour Rankings as of: 16/ 01/09

MEN

| Rank | Name | Nation | Results | Points |
|------|--------------------|--------|---------|--------|
| 1 | Guldmond, Chas | USA | 7 | 808.22 |
| 2 | Piironen, Peetu | FIN | 6 | 769.97 |
| 3 | Korpi, Janne | FIN | 7 | 702.01 |
| 4 | Pearce, Kevin | USA | 6 | 680.71 |
| 5 | Malin, Markus | FIN | 7 | 658.41 |
| 6 | Mattila, Risto | FIN | 6 | 604.26 |
| 7 | Reid, Charles | CAN | 7 | 603.58 |
| 8 | Aguirre, Mason | USA | 6 | 590.11 |
| 9 | Toutant, Sebastien | CAN | 7 | 586.53 |
| 10 | Maurer, Stephan | SUI | 7 | 571.32 |

WOMEN

| Rank | Name | Nation | Results | Points |
|------|--------------------------|--------|---------|--------|
| 1 | Anderson, Jamie | USA | 7 | 764.08 |
| 2 | Candrian, Sina | SUI | 5 | 547.05 |
| 3 | Rennie, Kara | CAN | 7 | 460.30 |
| 4 | Maas, Cheryl | NED | 4 | 454.93 |
| 5 | Davis-Meehan, Michaela | AUS | 7 | 437.36 |
| 6 | Karlinski, Jordie | USA | 5 | 417.85 |
| 7 | Pancochova, Sarka | CZE | 4 | 394.05 |
| 8 | Oestgaard Buaas, Kjersti | NOR | 3 | 392.59 |
| 9 | Clark, Kelly | USA | 3 | 388.72 |
| 10 | Wiik, Lisa | NOR | 3 | 360.18 |

ABOUT SWATCH TTR:

Founded by Terje Haakonsen and industry innovators in 2002, the SWATCH TTR World Snowboard Tour is a non-profit, rider-driven organization with the mission to create the highest quality competitive snowboard

CONTACT:

Verena Bossmann: verena@ttrworldtour.com / +43 (0)676 7575111





environment in the world, using authenticity, accessibility, innovation as guiding principles. Since its foundation, the Swatch TTR Tour has been developing into the most exposed snowboard tour worldwide featuring global grass root and key independent freestyle snowboarding events over a ten-month period from Southern to Northern Hemisphere locations. Events are rated via a 1-through-6Star system, with points allocated accordingly, a 6Star event holds the highest (1000 Swatch TTR points). Any rider participating in these events, from up-and-coming to professional talent, earns ranking points and a position on the SWATCH TTR World Ranking List. The top male and female rider based on an average of their best seven results of the season is crowned SWATCH TTR World Snowboard Tour Champion.

CONTACT:

Verena Bossmann: verena@ttrworldtour.com / +43 (0)676 7575111

