



FOR IMMEDIATE RELEASE:

BIG NAMES AND ROOKIES IN SWITZERLAND'S MOST HISTORIC CONTEST

Crans-Montana, Switzerland – January 28th, 2009: The Crans-Montana Champs Open presented by Rip Curl is back as a 5Star event on the Swatch TTR Tour in 2009. All happening February 4th – 7th, 2009, one of the most historic competitions on the Tour will feature an upgraded Star level, a stacked riders list and a monster 650m Slopestyle course. The format will see new upcoming riders enter the contest, looking to overcome the big TTR names. Everyone will be aiming to score part of the 850 TTR Ranking points and \$50 000 USD prize purse up for grabs.

Due to other Swatch TTR events such as the 6Star Billabong Air & Style and 5Star Red Bull Snowscrapers pending within the next week, predictions are almost impossible to make for the World Ranking List. These events are sure to drastically alter the ranking, meaning the Swatch TTR Top 10 will look very different in a matter of days. However, one thing is for sure - The Crans-Montana Champs Open will be paramount in deciding the already super tight race.

Current World No.6 Risto Mattila (FIN) is having another stellar season which is seeing him shape up to be a potential Swatch TTR Tour Champion. He is currently advancing up the ranking so expect him to be on fire. Current World No. 16 Ville Uotila (FIN) and last year's Champs Open winner Jaakko Ruha (FIN), who now sits in World No. 22, will also be in attendance, looking to grab some more Swatch TTR Points. If the season so far is anything to go by, then it is safe to assume there will be some Finns on the podium. The Godfather of Swiss snowboarding, Gian Simmen, recently impressed at 6Star O'Neill Evolution and 6Star Burton European Open and now sits in World No. 35. Although he may be older than most of the riders, he still has a few tricks up his sleeve and will give the Swiss rookies some inspiration and guidance.

Andy Finch, the U.S. rider, with the motto "Go big or go home!" has so far been laying low on the TTR circuit this season so he is sure to have a game plan to fire his season into action. Elias Elhardt (GER) and Steve Krijbolder (NED) are two young riders currently making waves in the snowboard scene. Both of them finished strongly at the 6Star O'Neill Evolution and will be looking to keep the ball rolling in Crans-Montana, where they have nothing to lose, but everything to gain.

This month a truckload of Swatch TTR snowboard action is taking place. February 6th – 7th, 2009, the rookies will head to Mont Tremblant, Quebec, Canada for the 3Star Salomon Snowboards Backyard Bang and February 7th – 8th, 2009 the 3Star Burton AM Series rolls into Park City, Utah, USA.

Keep checking back at www.ttrworldtour.com, for all new rankings, updated videos and news of the 5Star Crans-Montana Champs Open presented by Rip Curl and all the other

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contests going down globally. Tune into www.freecaster.tv for the live webcast of the event.

2008/2009 - Swatch TTR World Snowboard Tour Rankings as of: 26/ 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

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 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.

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