

"I use it every day. It's our primary resource for finding people, the first thing I open. The *SGI Directory* is the only book I use."

Joe White, President  
Sports Group International

"It's a valuable tool for making and finding contacts. In an industry that changes as fast as this one, I get it every year."

Art Carver, CEO  
Sourcing Resources

**100% Money Back Satisfaction Guarantee**

# The #1 Resource for Sporting Goods Industry Customers and Contacts

## Yes! Send me the 2010 SGI Directory

I understand that there's absolutely no risk—if I am not completely satisfied I may return the *SGI Directory* within 30 days for a full refund.

- Enclosed is my check payable to Sporting Goods Intelligence for the choices listed here, or my credit card info is below.
- Invoice me for the choices listed here. I understand my order will not be shipped until I send payment.

- The **2010 SGI Directory** \$297.00  
Includes Book, PC Edition \$15.00 S&H =  
and On-line Edition \$312.00 TOTAL
- Complete Database\*** \$997.00  
on CD-ROM Free Express Shipping
- Retailers Database\*** \$797.00  
on CD-ROM Free Express Shipping
- Vendors+Reps Database\*** \$597.00  
on CD-ROM Free Express Shipping
- The **2010 SGI Directory** +\$100.00  
with any Database Order \$15.00 S&H

SGI Database on CD-ROM Format:  
 Access 2000  dBase III  ASCII-CSV

NOTES: Prices include U.S. sales taxes. All directory products MUST be paid for prior to shipment. Products on CD-ROM (marked with \*) are not included in our 30-day money-back-guarantee; if database products are found to be non-functional within 30 days of purchase, replacement media will be provided at no charge. Checks must be in U.S. Dollars and drawn on a U.S. bank.

Please call for shipping charges outside U.S.A.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Card Number \_\_\_\_\_  
Card Type:  Amex  M/C  Visa

Expires \_\_\_\_\_ Signature \_\_\_\_\_



**Fast!** Send this form to:  
**Sporting Goods Intelligence**  
442 Featherbed Lane  
Glen Mills, PA 19342



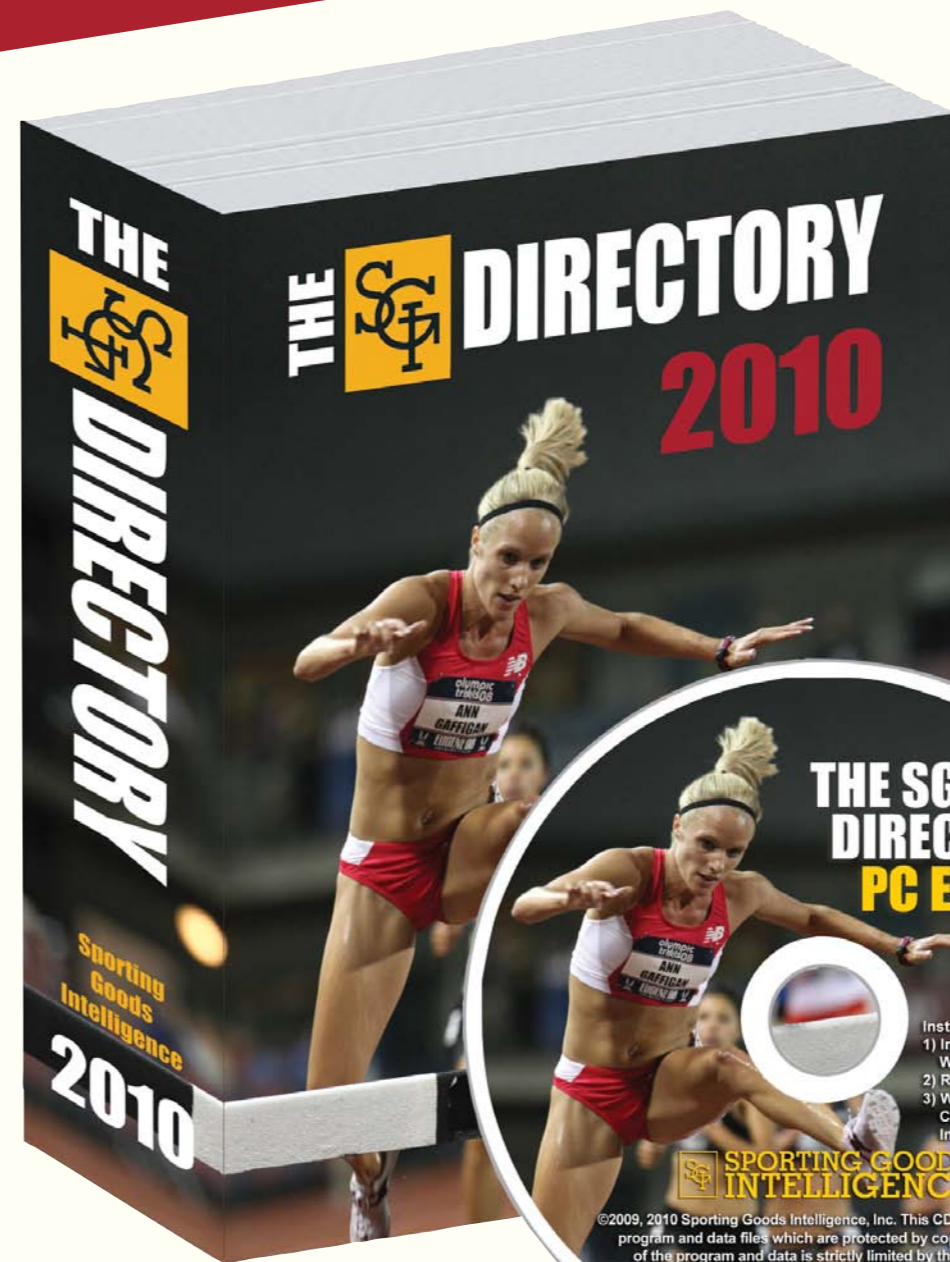
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**(610) 459-4010**



**Fastest!!!** Call us with your credit card info:  
**(800) 328-NEWS**  
**(610) 459-4040**



**Now!!!!** Order on our Web site:  
**www.sginews.com**



**42,000 industry executives, buyers and reps, all in one place.**

- 400 brand new company listings
- More e-mail and web addresses than ever before
- Thousands of new and updated contact names
- New, 18th edition just updated

# The Entire Sporting Goods Industry in One Essential Source

## 6,100 Vendors

Who owns that brand? We've got the answers here. Look up top executives, functional managers and decision makers. Lists products, brands and licenses, too.

## 11,300 Retailers

Listings cover sporting goods retail stores, chains, buying groups, department stores, mass merchants and discounters. We tell you exactly what each store buys, whom to call, their annual sales and more.

Search by city, state, retailer name, or sales volume.

## RETAILERS

### BLUE RIDGE MOUNTAIN SPORTS, INC.

1417 Emmet St.  
PO Box 5346  
Charlottesville, VA 22905-5346  
Tel: (434) 977-1397  
(866) 905-2767  
Fax: (434) 295-1505  
Email: customer-service@brms.com  
Web: www.brms.com

#### STORE CLASSIFICATION:

Mail Order  
Rents sporting goods  
E-commerce/on-line sales  
Outdoor Specialty  
Operating 13 Units in VA, NJ, NC, TN  
Est Sales: \$10 million - \$30 million

#### OFFICERS & BUYERS INCLUDE:

Jeff Smith (CEO, Owner & EVP)  
Donna Entezam (Controller)  
David Perez (Buyer - Footwear)  
Mark Stevenson (Buyer - Watersports, Accessories)  
Tracy Collins (Buyer - Softgoods, Hunting, Fishing, Ski)  
John Holden (Manager)

#### PRODUCT CATEGORIES INCLUDE:

Brand/Perf AP, Ski & Rugged AP, Rugged FW, Outdoor EQ, Other Sports, Sports Acces, Water Sports

## VENDORS

### KWIK GOAL, LTD.

140 Pacific Dr  
Quakertown, PA 18951-3608  
Tel: (215) 536-2200  
(800) 531-4252  
Fax: (800) 778-8869  
Email: info@kwikgoal.com  
Web: www.kwikgoal.com

#### OFFICERS & MANAGERS INCLUDE:

Anthony Caruso (CEO)  
Vincent Caruso (COB)  
Doug Propst (CFO)  
Don Wetmore (VP Sales & Marketing)  
Sean Irely Dir (Sales & Marketing)  
James Pepe (Dir Marketing)  
Evan Kiesel (Dir Research & Development)

Arden McCue (Dir Production)  
Ellen Farewell (Dir Purchasing)

#### LEAGUE LICENSES INCLUDE:

MLS

#### PRODUCT CATEGORIES INCLUDE:

EQUIPMENT - Baseball/ Softball, Football, Lacrosse/ Field Hockey, Soccer

## 1,100 Sales Reps

Track down the right sales talent to get your products into the market with listings of the top rep groups and hundreds of independents.

## SALES REPS

### JCA SALES

#### Jeff Church - Head Rep

24 Stickney Ter  
Hampton, NH 03842-4902  
Tel: (603) 926-9888  
(888) 926-9888  
Fax: (603) 926-1576  
Email: jeff@jcasales.com  
Web: www.jcasales.com

#### SALES ASSOCIATES: 3

#### CATEGORIES REPRESENTED:

Ski & Rugged AP, Rugged FW, Exercise EQ, Other Sports, Ski EQ, Snowboard EQ, Water Sports

#### STATES COVERED INCLUDE:

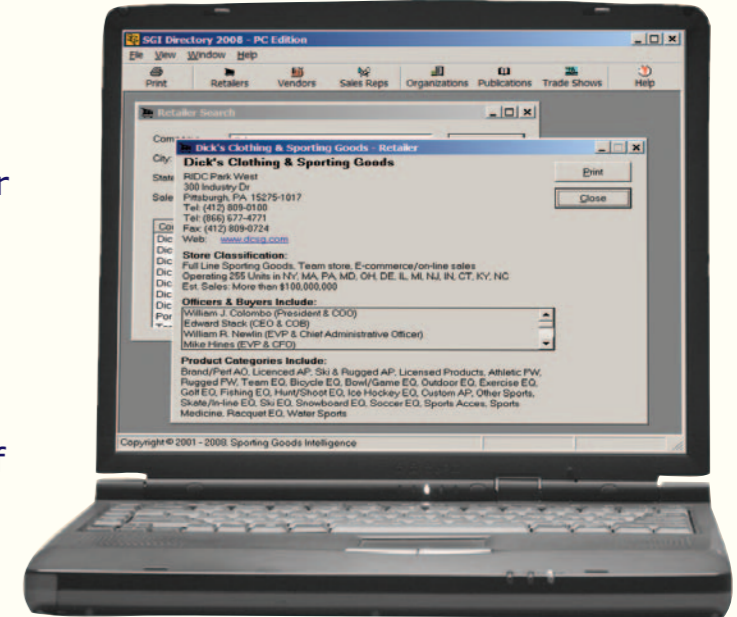
CT, ME, MA, NH, NY, RI, VT

## SGI's PC Edition is the fastest, easiest way to find the contacts you need—and it's included FREE!

Our custom built software runs in Windows. Load it on your laptop or desktop PC and access the same information without the bulk of the book. No other industry directory offers this feature. It's shipped free with your directory order.

**EQUIP YOUR ENTIRE SALES FORCE!** Deep discounts on additional PC Edition licenses.

**ON-LINE, TOO:** Along with the PC Edition, you also get a password good for one year of access to the on-line *SGI Directory* at [www.sginewswire.com](http://www.sginewswire.com). View the complete contents of the *SGI Directory* from any computer with web access.



**NOTE:** For generating mailing lists or exporting data, you'll need the *SGI Database*.

"The laptop version is terrific when I'm traveling. I can find any contact in the industry just by clicking on the *SGI* icon on my computer."

Chris Considine, President  
Wilson Sporting Goods

## PLUS:

*2010 Trade Show Calendar* Sporting goods shows and conferences worldwide, dates venues and contacts.

## The SGI Database. Generate customized mailing and territory lists.

### ■ Find new customers

Select by product category, store type, sales volume and even by an individual buyer's title. We break out ten different responsibility areas for officers at suppliers, manufacturers and distribution companies.

### ■ Find the right contact

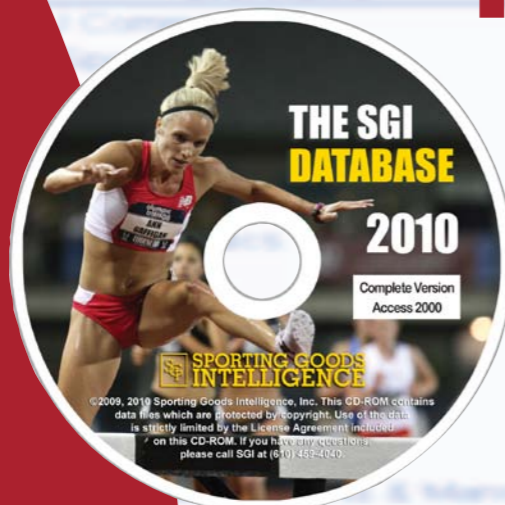
When you need to reach the marketing manager, you don't want to get the credit manager instead.

### ■ Need a sales rep? We've got those.

Generate lists of sales professionals who rep your product category in a vacant territory.

"Every department uses it. It's the only database that's constantly updated."

Brian McElroy  
VP Sales & Marketing,  
Dolphin Int'l Corp.



## WE'VE GOT YOU COVERED:

- Branded & Performance Apparel
- Licensed Apparel
- Urban Apparel
- Sports Fashion Apparel
- Ski & Rugged Apparel
- Imprinted/ Embroidered Apparel
- Licensed Products
- Athletic Footwear
- Rugged Outdoor Footwear
- Team Athletics
- Bicycle
- Bowling, Billiards & Games
- Camping, Climbing & Hiking
- Cheer
- Exercise & Weight Training
- Golf
- Fishing
- Hunting, Shooting & Archery
- Ice Hockey & Skating
- In-line & Skate-boarding
- Institutional Team & Uniforms
- Ski
- Snowboard
- Soccer
- Lacrosse
- Sports Accessories
- Sports Medicine & Training
- Tennis/Racquet Sports
- Trophies & Awards
- Water Sports
- Other Sports & Games