

## SHORT STOPS

**Columbia Sportswear** selects Demandware, of Woburn, MA, to help it build its business-to-consumer online channel.++++**Wilson Sports** has launched a U.S. Open sweepstakes contest through specially marked three-packs of U.S. Open tennis balls. Winners will be drawn on Aug. 7. More details available at [www.wilson.com/usopentrip](http://www.wilson.com/usopentrip).++++**Sport Chalet** is a title sponsor of the U.S. Open of Bodyboarding that begins May 23 in Huntington Beach, CA.++++**Dynamic Brands** acquires the assets of Forefront Holdings, including the golf brands Burton, Datrek, Devant, Sir Christopher Hatton, and Miller Golf for an undisclosed price. Dynamic, based in Richmond, VA, owns the Bag Boy, Slotline, AMF Golf, Baby Jogger and Protect-A-Bub brands. The new Burton and Datrek products from Dynamic will be unveiled at the PGA Show in Orlando in Jan.++++**Outdoor Retailer**, produced by Nielsen Business Media and slated next for Jul. 20-24 in Salt Lake City, UT, issued a letter to the industry about how OR is reducing exhibitor costs and improving value to buyers and sellers alike. The letter and results from a Jan. survey of 1,500 outdoor specialty retailers is available at the "Why Exhibit?" page of OR's website.++++**Cabela's** is conducting 18 days of grand opening events at its new, 80,000 sq. ft. store in Billings, MT.++++**Shawn Neville**, the former Reebok, Footaction and Stride Rite executive, is named group VP of retail information services for Avery Dennison.++++ **DC** is introducing PK Ripper Fixed Gear, a limited edition bike project in conjunction with SE Racing. Production on the

series, which will be available at select boutiques and specialty bike shops worldwide, will be limited to 2,500 bikes globally.++++**Puma's** Ocean Racing team led in day two of leg seven dash from Boston to Galway, Ireland in the Volvo Ocean Race.++++**Dupont** announces a full commercialization of several families of high-performance, renewably sourced engineering polymers. Among them: Hytrel, thermoplastic elastomers; Sorona EP, thermoplastic resins; and Zytel RS, long chain nylons.++++**GTX Corp.**, which markets patented two-way GPS Personal Location Services (PLS) solutions, will launch two new applications this summer—expanding its LOCi brand with iLOCi2 and Code Mobile. The iLOCi2 app uses the iPod Touch or iPhone's internal location services to pinpoint the location of opt-in friend, family or business associates. Meanwhile, Code Mobile is a social location content provider that will push "data-rich" missing persons alerts to mobile handsets.++++**Collective Brands** shareholders re-elect Matthew E. Rubel as Chairman of the Board (COB).++++**IGH Solutions**, a maker of plastic card printing, personalization and fulfillment, has introduced the first PVC-free gift card constructed from APET, a plastic found in water and soft drink bottles.++++ **Sports Inc.** buying group spends \$430,000 through its members in its Sporting Chance program, given to a member during one of its five trade shows through a drawing. The award, originally \$30,000, was won this year by Lafayette Shooters Wilderness, Lafayette, LA.

### SUBSCRIPTION INFORMATION

*Sporting Goods Intelligence* is available only by subscription. *SGI* is published 50 times per year, weekly except in December and July.

#### PRICING

50 issues - one year	U.S.	Foreign
Via First Class Mail	\$555	US\$595
Via E-mail	495	US\$495
Via E-mail & Mail	565	US\$605
Via Fax	630	Call
Via Fax & Mail	700	Call

*SGI NewsWire* daily e-mail news feed is free to all subscribers. E-mail us and we'll put you on the list.

We appreciate payment with order but will invoice you. Foreign mail service is via Airmail. We accept payment only by wire, credit card or check drawn on a U.S. bank.

*Sporting Goods Intelligence* is published by Sporting Goods Intelligence, Inc.

All material is strictly confidential and worldwide copyrights are reserved.

To obtain a subscription, please call, fax, e-mail, or visit our web site:

Tel: (610) 459-4040  
 Fax: (610) 459-4010  
 E-mail: [sginews@sginews.com](mailto:sginews@sginews.com)  
 Web: [www.sginews.com](http://www.sginews.com)

Or send your name and address to:

**Sporting Goods Intelligence**  
 442 Featherbed Lane  
 Glen Mills, PA 19342