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FOR IMMEDIATE RELEASE

**Buckman's Ski & Snowboard Shop Named 2010 Mid-Atlantic Retailer of the Year**

Each year, SnowSports Industries America (SIA) recognizes specialty retailers that have successfully created and strengthened relationships with reps and suppliers to increase sales and public interest in the snow sports industry. Out of 1,200 ski and snowboard retailers that were nominated across the nation, Buckman's Ski & Snowboard Shop was selected as the Mid-Atlantic Retailer of the Year.

Snow sports reps and suppliers were asked to nominate and vote for the retailers they felt deserved the award based on the shop's contribution to the growth of the snow sports industry, its promotional and marketing techniques, and its success in the ski, snowboard, tele, cross country and/or snowshoe marketplace. The 2010 Retailer of the Year Awards will be given out during a ceremony on Friday, January 8, 2011 at the SIA Snow Show in Denver, CO.

Buckman's Ski & Snowboard Shop received the Mid-Atlantic Retailer of the Year Award for the 2007-2008 season as well as the 2008-2009 season. "At Buckman's, our goal is to offer great products and excellent customer service to everyone who walks into our shops. Our outstanding, dedicated staff works very hard to make sure that goal is accomplished and we are all excited to be given the SIA Retailer of the Year Award for the Mid-Atlantic region yet again!" said Jeff Buckman, President of Buckman's Ski & Snowboard Shops. Buckman's carries many of the industry's leading brands like Marmot, The North Face, Burton Snowboards, K2, Kjus, Spyder, Salomon, and Ride Snowboards.

Brad Buckman, Vice President of Buckman's Ski & Snowboard Shop, also explained how the SIA award creates a boost in employee morale: "This time of year is extremely busy for us and our staff works incredibly hard to provide our customers with the excellent customer service they have come to expect. Being recognized by SIA as the Retailer of the Year gives us that extra boost of confidence and motivation to continue our hard work during the hectic holiday season."

Family-owned and operated, Buckman's Ski and Snowboard Shops are eastern PA's largest ski shops with the region's best selection and customer service. Buckman's sells skis, snowboards, ski apparel, and snowboard apparel for men, women and kids. There are five store locations and a fully functional online shop that serves customers nationwide at <http://www.buckmans.com>.

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