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Board Retailers Association Renews Endorsement of ActionWatch

WRIGHTSVILLE BEACH, NC (April 1, 2009) – The Board Retailers Association has renewed its endorsement of ActionWatch, the action sports industry's POS-based market-tracking service developed by AA Data Company.

"ActionWatch is an important service to help surf and skate retailers stay on top of national trends in the industry and to provide benchmark data to compare our stores against," said Todd Roberts, BRA chairman and co-owner of ZJ Boarding House. "We encourage all action sports retailers to participate in this program – it's free to retailers and provides many valuable benefits to its members and to the industry as a whole."

The ActionWatch Retail Panel currently includes more than 200 independent specialty surf and/or skate stores throughout the nation. Participating retailers receive access to a series of over 50 relevant reports that are updated each month along with comprehensive annual reports that include detailed information on each significant product category and the performances of the top brands in each product class.

"In addition to the great benchmarking and trending data, one of the most valuable benefits to retailers is that ActionWatch helps increase the voice of the independent specialty retailer," stated Melissa Clary, BRA Executive Director. "As this is one of the main goals of the Board Retailers Association, endorsing ActionWatch is well aligned with our mission."

Retailers participate by providing monthly sales and inventory reports, which are translated into a product and categorization system, before being merged together. This process serves the purposes of combining the data into a usable format and also protecting the confidentiality of individual store's information. Participation can be automatic or require only a few minutes each month, depending on the POS software used by the retailer.

"Market-tracking programs like ActionWatch can't exist without participation of the industry's retailers, so we really appreciate BRA for encouraging their members to be a part of the program," states Cary Allington, co-founder of AA Data Company.

More information about the ActionWatch program can be found at www.ActionWatchReports.com.

About the Board Retailers Association

The Board Retailers Association (BRA) is a non-profit trade association representing over 500 action sport retailers in the surf, skate, snow, wake, kite and wind industry with over 3,000 storefronts across the country. East and West Coast retailers formed the Board Retailers Association in February 2003. Under the direction of BRA's Chairman and Board of Directors, the association serves as the preeminent voice, for independent retailers on a grassroots level with manufacturers, trade show representatives, and other associations. The Board Retailers Association also works to provide educational resources and exclusive discounts and savings from vendors on the day-to-day costs of business. BRA Retail Members receive industry research and statistics, financial forms and worksheets, legal advice and sourcing solutions. Retail Members have exclusive access to archived retail articles, industry links, news sources and event planners. For a complete explanation and description of Retail Member benefits, visit www.boardretailers.org