

1985 to 2015

THE SKI CHALLENGE completed its 30th season this past winter. It began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in leagues, similar to softball or bowling leagues. Approximately 35 members raced in the first year of the program, today more than 1,500 racers of all ages participate in the leagues and as guests. The Ski Challenge has evolved into the finest and largest team oriented recreational ski racing experience anywhere! As far as we can tell it is the largest league of its type anywhere in the world! Ski Challenge's size and long time commitment of its members is testimony to the exciting racing and quality experience that it provides.

THE SKI CHALLENGE has more than than 130 events planned for the 2015-16 season. The Ski Challenge will have 15 ski leagues at three ski areas: Buck Hill, Hyland Ski and Snowboard Area, and Wild Mountain. Each league has 10 to 16 teams, with 10 racers per team. In the 2016 regular season starting in January, races will be held once a week for seven weeks. Eight of our leagues include kids. We will also continue our pre-season leagues in December at both Buck Hill and Wild Mountain, with kids included in some leagues. Ski Challenge will be adding a Cancer Charity Event at both Buck Hill and Wild Mountain in the upcoming season. We will also continue to support and contribute to Pdraig's Place Charity. The season culminates with a championship race at Giants Ridge where close to 700 racers are expected to participate in one weekend with teams racing teams of similar point scoring during the season. We will also continue our Open Race as well as adding Individual Championships to our final weekend of racing.

What is the SKI CHALLENGE? “Serious Fun!”

Members ski through dual timed modified giant slalom race courses during each event to earn a handicap, medal, and score team points. A standardized handicap system is used to determine the handicap. That handicap is plugged into a Ski Challenge specific chart based on gender and age to determine medals and team scoring. The teams meet for socializing, awards, and door prizes after each event. No racing experience is necessary to participate in and enjoy the Ski Challenge.

Weekly printed results show team and individual standings along with Challenge news and information, sponsor information and advertising. This information can also be found on the web site. Individual scores are sent into NASTAR for each participant to gain a national ranking. The seven week League series is followed by a series of Championship events in which every member is eligible to participate. An individual championship event is also held which honors the fastest in each age group.

The Ski Challenge leagues are fun for the beginner, yet challenging for those seeking serious competition. The emphasis is on enjoying the sport and the camaraderie of fellow skiers. Most members join to have a reason to ski more, to meet with friends, and enjoy a healthy winter activity.

Ski Challenge sponsors and areas enjoy the benefits of high exposure to a direct target market through their association with a program that has a proven track record and outstanding reputation.

Membership

| | |
|-----------------------------|-------|
| Teams - Pre-season | 23 |
| Teams - Regular-season | 145 |
| Leagues - Pre-season | 3 |
| Leagues - Regular season | 14 |
| Ski Areas | 4 |
| Total Pre-Season Racers | 206 |
| Total Regular Season Racers | 1,325 |
| Pre-Season Racers no Dup | 192 |
| Regular Season no Dup | 971 |
| Mailing List (households) | 2,590 |
| E-mail List (households) | 1,924 |

Events

| | |
|--------------------------|------------|
| Charity Events | 1 |
| League Events | 107 |
| Individual Championships | 2 |
| State Championships | 9 |
| Total Events | 119 |

Overall Satisfaction

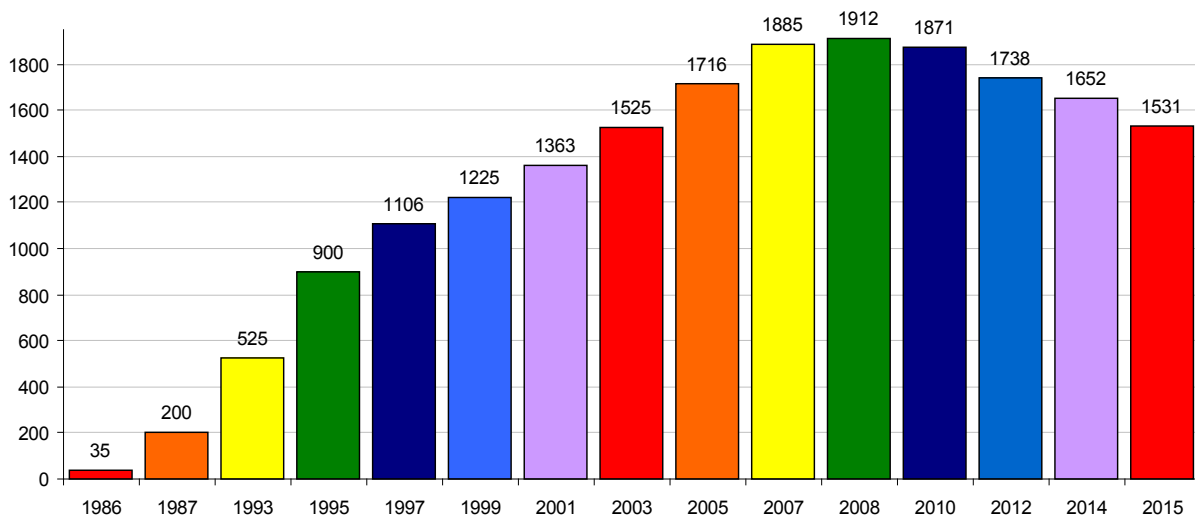
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|--------------------------|-----|
| Love It / Very Satisfied | 83% |
| Satisfied | 17% |
| Dissatisfied / Hate it | 0% |

Actual Racer Participation for the Season

| | 2015 | 2014 | Difference | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
|----------------|-------|-------|------------|-------|--------|--------|--------|--------|--------|--------|
| Pre-season | 512 | 490 | 22 | 527 | 605 | 523 | 528 | 594 | 572 | 435 |
| Regular Season | 7,799 | 8,365 | -566 | 8,617 | 8,961 | 9,164 | 9,675 | 9,456 | 9,472 | 9,496 |
| Individuals | 56 | 114 | -58 | 73 | 108 | 119 | 127 | 140 | 133 | 105 |
| State | 518 | 470 | 48 | 622 | 622 | 657 | 566 | 507 | 570 | 542 |
| | | | | | | | | | | |
| | 8,885 | 9,439 | -554 | 9,889 | 10,323 | 10,463 | 10,896 | 10,697 | 10,747 | 10,578 |

| Individuals | Wild | Buck | | Wild | Buck | Wild | Buck | Buck | Wild | Buck |
|-------------|--------|--------|--|--------|--------|--------|--------|--------|--------|--------|
| State | Giants | Giants | | Giants | Giants | Giants | Giants | Giants | Giants | Giants |

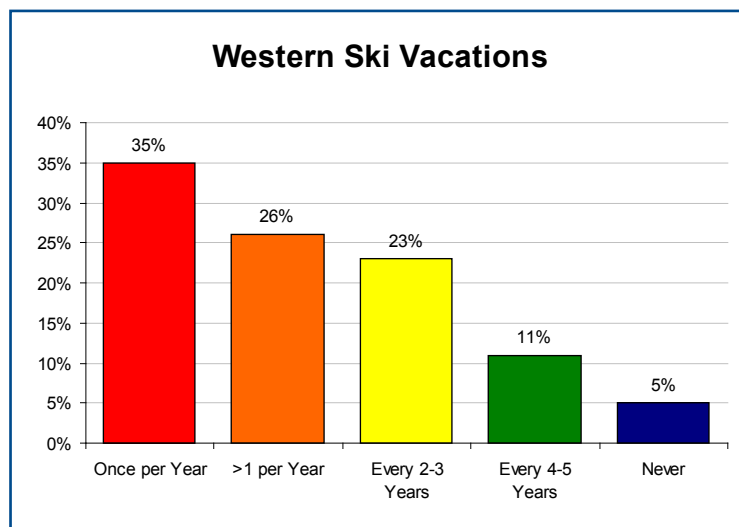
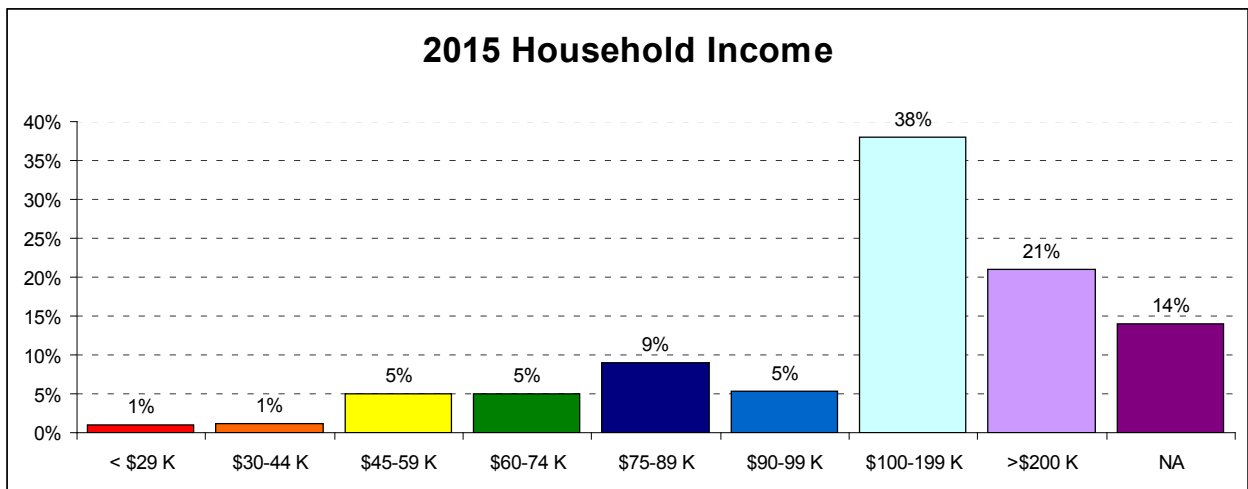
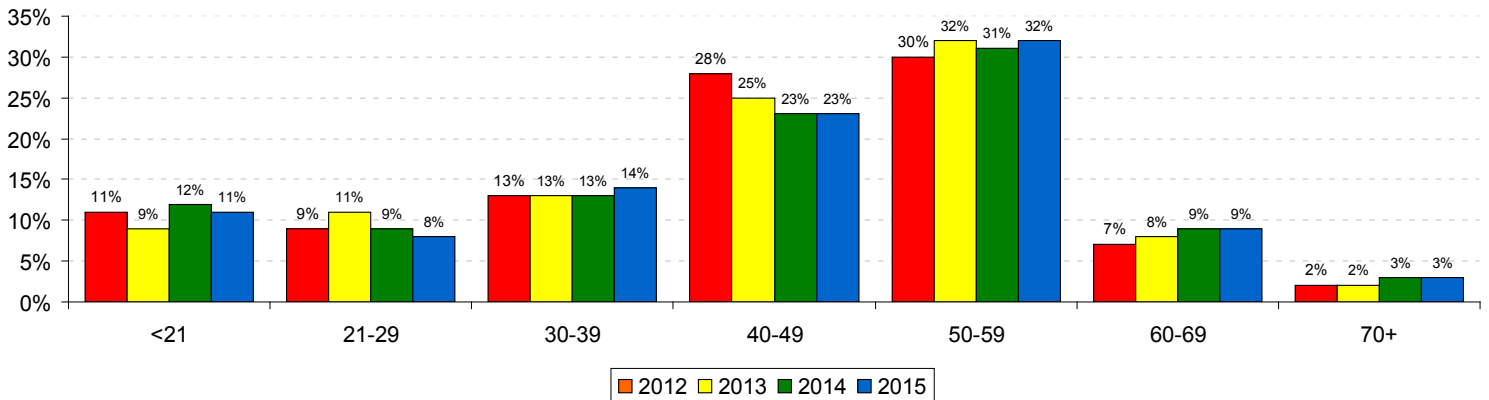
Total Registered Racers



Racer Analysis ~ DEMOGRAPHICS

- The average age of participants in 2015 was 44.
- The highest concentration is in the 50-59 age group (31%).
- 25% Female racers / 75% Male racers.
- 61% of our racers take a ski trip outside of Minnesota at least 1 time per year

Ages of Racers - 2012-'15



Out of State Skiing

61% of our survey participants take a ski trip outside of Minnesota at least 1 time per year.

Destinations of our participants (of those who answered yes - they could pick more than one):

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
|------------------|------|------|------|------|------|------|------|
| Vail | 43% | 42% | 32% | 26% | 11% | 20% | 14% |
| Jackson Hole | 23% | 21% | 24% | 8% | 4% | 9% | 7% |
| Aspen / Snowmass | 23% | 27% | 21% | 8% | 4% | 7% | 6% |
| Copper Mountain | 23% | 29% | 20% | 18% | 4% | 14% | 8% |
| Big Sky | 22% | 25% | 25% | 7% | 6% | 9% | 8% |
| Breckenridge | 22% | 30% | 25% | 17% | 5% | 11% | 9% |
| Steamboat | 19% | 21% | 23% | 9% | 4% | 7% | 9% |
| Beaver Creek | 18% | 26% | 19% | 14% | 4% | 10% | 6% |
| Snowbird | 18% | 19% | | | | | |
| Park City | 16% | 19% | 17% | 15% | 4% | 12% | 5% |
| Alta | 15% | 17% | 21% | 14% | 2% | | |
| Winter Park | 15% | 13% | 16% | 16% | 7% | 15% | 2% |
| Bridger Bowl | 12% | 11% | 11% | 3% | 2% | | |
| Whistler | 10% | 14% | 9% | 3% | 3% | 4% | 2% |
| A-Basin | 8% | 12% | | | | | |
| Lake Tahoe | 8% | 15% | | | | | |
| Grand Targhee | 7% | 8% | | | | | |
| Deer Valley | 5% | 12% | | | | | |
| Telluride | 5% | 5% | 7% | 1% | 2% | 2% | 2% |
| Crested Bute | 3% | 3% | | | | | |

Not every participant in our program filled out a survey. Results based on those who chose to participate in the survey. Some results total more than 100% - this is because participants could choose more than one answer.

Skis

44% of the people surveyed purchased one or more pairs of skis for their household this season.
Brand Skis purchased (of those who answered yes - respondents were allowed to pick more than one):

Purchased

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
|-----------|------|------|------|------|------|------|------|------|------|
| Rossignol | 24% | 18% | 20% | 10% | 9% | 11% | 11% | 10% | 11% |
| Volkl | 22% | 18% | 17% | 22% | 28% | 9% | 18% | 21% | 27% |
| Fischer | 20% | 13% | 14% | 17% | 15% | 17% | 13% | 17% | 14% |
| Atomic | 19% | 23% | 32% | 27% | 37% | 36% | 23% | 24% | 20% |
| Nordica | 15% | 10% | 5% | 5% | 8% | 7% | 6% | 4% | 6% |
| Blizzard | 13% | 17% | 11% | 16% | 6% | 7% | | | |
| Head | 10% | 12% | 15% | 13% | 9% | 7% | 6% | 8% | 5% |
| K2 | 5% | 4% | 5% | 5% | 5% | 6% | 6% | 2% | 3% |
| Dynastar | 4% | 3% | 5% | 4% | 3% | 6% | 3% | 4% | 5% |
| Other | 4% | 3% | 5% | 3% | 6% | 3% | 6% | 4% | 3% |
| Salomon | 3% | 1% | 0% | 3% | 1% | 2% | 4% | 1% | 3% |
| Elan | 2% | 0% | 2% | 0% | 3% | 3% | 4% | 5% | 3% |

No Purchase this year - Owned Skis

| | 2015 | 2014 | 2013 | 2012 | 2011 |
|-----------|------|------|------|------|------|
| Atomic | 29% | 29% | 37% | 32% | 29% |
| Volkl | 24% | 32% | 31% | 30% | 23% |
| Fischer | 23% | 25% | 30% | 27% | 26% |
| Blizzard | 15% | 11% | 5% | 5% | 0% |
| K2 | 10% | 10% | 9% | 10% | 10% |
| Nordica | 10% | 5% | 5% | 6% | 4% |
| Head | 9% | 10% | 7% | 10% | 6% |
| Rossignol | 9% | 22% | 11% | 16% | 19% |
| Elan | 7% | 4% | 3% | 5% | 5% |
| Dynastar | 3% | 9% | 3% | 4% | 3% |
| Other | 3% | 7% | 3% | 5% | 3% |
| Salomon | 3% | 6% | 3% | 7% | 4% |

*Not every participant in our program filled out a survey. Results based on those who chose to participate in the survey.
Some results total more than 100% - this is because participants could choose more than one answer.*

Boots

26% of the people surveyed purchased boots this season.
Brand Boots purchased (of those who answered yes):

Purchased

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
|-----------|------|------|------|------|------|------|------|------|------|
| Lange | 30% | 21% | 32% | 24% | 16% | 10% | 11% | 6% | 11% |
| Head | 25% | 12% | 6% | 15% | 3% | | | | |
| Nordica | 13% | 16% | 8% | 13% | 25% | 22% | 21% | 39% | 29% |
| Tecnica | 13% | 12% | 18% | 21% | 25% | 16% | 16% | 23% | 18% |
| Atomic | 11% | 8% | 17% | 14% | 13% | 22% | 17% | 11% | 14% |
| Other | 6% | 5% | 8% | 1% | 7% | 15% | 11% | 6% | 6% |
| Rossignol | 6% | 7% | 3% | 10% | 5% | 6% | 8% | 5% | 8% |
| Salomon | 6% | 12% | 8% | 6% | 9% | 6% | 12% | 9% | 12% |
| Dalbello | 3% | 4% | 3% | 3% | | | | | |
| Fischer | 3% | 11% | 6% | 8% | 4% | 3% | 4% | 1% | 2% |



No Purchase this year - Owned Boots

| | 2015 | 2014 | 2013 | 2012 | 2011 |
|-----------|------|------|------|------|------|
| Nordica | 23% | 27% | 29% | 28% | 29% |
| Lange | 20% | 20% | 13% | 15% | 13% |
| Tecnica | 18% | 20% | 23% | 22% | 24% |
| Salomon | 14% | 11% | 12% | 12% | 14% |
| Atomic | 11% | 13% | 18% | 11% | 11% |
| Head | 11% | 8% | 8% | 9% | 4% |
| Other | 5% | 4% | 1% | 5% | 3% |
| Fischer | 4% | 4% | 3% | 4% | 3% |
| Rossignol | 3% | 7% | 3% | 5% | 4% |
| Dalbello | 3% | | | | |

Helmet

97% (88% in 2009 - 78% in 2004 - 66% in 2003) of our survey participants wear helmets when they race.

Brand Helmet worn (of those who answered yes):

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
|-------------|------|------|------|------|------|------|------|------|------|
| Giro | 27% | 28% | 31% | 31% | 27% | 28% | 27% | 34% | 31% |
| POC | 26% | 21% | 15% | 21% | 9% | 9% | 6% | | |
| Boeri | 11% | 10% | 11% | 14% | 18% | 15% | 26% | 28% | 27% |
| Smith | 7% | 9% | 2% | 5% | 1% | | | | |
| Uvex | 6% | 8% | 8% | 4% | 5% | | | | |
| No Response | 5% | 5% | 10% | 2% | 11% | 11% | | | |
| Other | 5% | 7% | 7% | 11% | 12% | 20% | 21% | 19% | 17% |
| Briko | 4% | 4% | 4% | 5% | 5% | 5% | 7% | 9% | 14% |
| Carrera | 4% | 5% | 4% | 4% | 3% | | | | |
| Shred | 3% | 1% | | | | | | | |
| Leedom | 1% | 1% | 2% | 3% | 1% | | | | |



GS Suits

74% of our survey participants wear GS Suits (60% in 2012)

Brand GS Suit worn (of those who answered yes):

| | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
|-------------|------|------|------|------|------|------|------|------|------|
| Spyder | 45% | 45% | 48% | 41% | 38% | 37% | 60% | 69% | 65% |
| No Response | 26% | 32% | 31% | 34% | 40% | 40% | | | |
| Descente | 10% | 7% | 7% | 9% | 9% | 9% | 17% | 16% | 12% |
| Other | 8% | 10% | 7% | 9% | 8% | 10% | 17% | 9% | 13% |
| Fuxi | 5% | 3% | 4% | 3% | 1% | 1% | | | |
| Karbon | 3% | 1% | 3% | 4% | 3% | 1% | 2% | 3% | 5% |
| Mt Borah | 3% | | | | | | | | |
| Phenix | 2% | 2% | 0% | 1% | 1% | 2% | | | |



Vehicles

27% of our respondents purchased a new vehicle this year.

Purchased - our respondents could choose more than one answer

| Purchased | 2015 | 2014 | 2013 | 2012 | 2011 |
|-------------------|------|------|------|------|------|
| Ford | 16% | 9% | 9% | 10% | 19% |
| Chevrolet | 15% | 12% | 9% | 8% | 10% |
| Subaru | 12% | 12% | 9% | 7% | 6% |
| Honda / Acura | 10% | 8% | 1% | 4% | 5% |
| Toyota/Lexus | 10% | 9% | 18% | 10% | 8% |
| Audi | 8% | 7% | 7% | 6% | 4% |
| Other | 8% | 5% | | | |
| Volkswagen | 6% | 13% | 4% | 8% | 10% |
| BMW | 3% | 8% | 9% | 8% | 5% |
| Dodge | 3% | 3% | 3% | 1% | 0% |
| Jeep | 3% | 4% | 4% | 4% | 5% |
| Nissan / Infinity | 3% | 5% | 4% | 7% | 5% |
| Porsche | 3% | 1% | 1% | 1% | |
| Hyundai | 2% | 1% | 3% | 1% | 1% |
| Mazda | 2% | 0% | 3% | 7% | 4% |
| Volvo | 2% | 1% | 1% | 2% | |
| Mercedes | 0% | 5% | 4% | 6% | 4% |



No Purchase this year - Curently Owned Vehicles - our respondents could choose more than one answer

| Own | 2015 | 2014 | 2013 | 2012 | 2011 |
|-------------------|------|------|------|------|------|
| Ford | 25% | 23% | 21% | 24% | 17% |
| Chevrolet | 21% | 21% | 21% | 18% | 16% |
| Toyota / Lexus | 21% | 22% | 17% | 16% | 15% |
| Other | 14% | 15% | | | |
| Honda / Acura | 13% | 15% | 19% | 15% | 16% |
| Subaru | 11% | 9% | 12% | 10% | 10% |
| Jeep | 8% | 7% | 10% | 8% | 8% |
| Nissan / Infinity | 8% | 10% | 7% | 8% | 7% |
| Volks Wagon | 7% | 9% | 8% | 7% | 5% |
| Audi | 6% | 7% | 9% | 10% | 3% |
| BMW | 6% | 9% | 5% | 6% | 2% |
| Dodge | 6% | 6% | 12% | 9% | 6% |
| Volvo | 6% | 4% | | | |
| Mazda | 5% | 5% | 4% | 5% | 5% |
| Lincoln/Mercury | 3% | 3% | 1% | 2% | |
| Mercedes | 3% | 3% | 4% | 4% | 2% |
| Porsche | 2% | 3% | 1% | 2% | |
| Cadillac | 1% | 0% | 1% | | |
| Pontiac | 1% | 1% | 1% | 1% | |

2014-15

Official Ski Challenge Vehicle



The Ski Challenge "Official Vehicle", with the colorful logo of every sponsor, is on the road every day of the year and is visible at various ski events throughout the season from September to March.



2014-15

Jackson Hole Race Camp



December 2014 was the ninth season of the "Pre-Season" leagues. We had two leagues at Buck Hill and one league at Wild Mountain. These leagues brought in over 500 skier visits in December.



Professional Team Photos are taken and made available for each member.



2014-15

Individual Championships



The 2015 Individual Championship Race was held at Wild Mountain
56 racers participated in this event.



2014-15

State Championships



The 2015 State Championship were held at Giants Ridge in Biwabik, Minn.
We had 518 Individuals participating and had 566 racers starts.



This was the first year of our "Friday Open Race". Great prizes were won from our various sponsors. Teams of six were formed to try and win the cup! Team "NoWax" won.

