

SLEDS2BUY.COM LAUNCHES AS CANADA'S CLASSIFIED POWERSPORTS WEBSITE

Online Used Sleds Sales Part of National Go Snowmobiling Campaign

Thunder Bay, ON, September 14, 2007 - SLEDS2BUY.COM is Canada's new classified powersports website dedicated to buying and selling motorized recreational vehicles. By listing snowmobiles, ATV's or trailers on SLEDS2BUY.COM, sellers can connect with thousands of powersports enthusiasts in their local markets or nationally.

SLEDS2BUY.COM is one important initiative in a national "Go Snowmobiling" strategy launched this year by the Canadian Council of Snowmobile Organizations (CCSO), the umbrella organization that represents Canada's provincial and territorial snowmobiling associations.

"Go Snowmobiling is geared to bring new participants to recreational snowmobiling and these folks will want their own sleds," said Dennis Burns, executive director of the Canadian Council of Snowmobile Organizations (CCSO). "SLEDS2BUY.COM provides a user friendly way for people to shop, compare and buy online from what will quickly become the largest collection of new and used snowmobiles in the country.

Starting September 17th, SLEDS2BUY.COM provides four distinct benefits for building a stronger snowmobile industry, according to Burns.

Benefit #1 is that SLEDS2BUY.COM gives all riders an affordable, accessible new outlet for listing used vehicles and equipment. This availability promises to spark increased entry-level, used sled sales, and to encourage more grassroots participation in snowmobiling, especially among first-timers, families who need inexpensive second or third sleds, and those wanting to get back into snowmobiling again at a modest cost. In turn, these participants will be more likely to trade up as their interest and involvement in snowmobiling increases.

Benefit #2 is that SLEDS2BUY.COM provides many existing owners, who have not previously been able to sell their sleds privately or use them to trade up at a dealer, with a new opportunity to turn their used vehicles into cash. Their new found buying power will help boost new and non current sales from dealers and strengthen the market position of the four snowmobile manufacturers, Arctic Cat, Polaris, Ski-Doo and Yamaha.

Benefit #3 is that SLEDS2BUY.COM provides dealers with a new way to move their own used sleds and non-current inventory. This in turn, will help dealers build their bottom lines, attract new customers, and increase their willingness to take sleds in on trade.

Benefit #4 is that SLEDS2BUY.COM provides organized snowmobiling with a new revenue stream, since a portion of every listing fee going to support CCSO national safety and environment programs and the trail operations of CCSO member associations. With these new dollars flowing, snowmobiling in Canada will become even better for all riders, and best of all, these improvements should also help fulfill the Go Snowmobiling mandate by attracting additional new participants.

SLEDS2BUY.COM offers a multi-tier fee structure, where sellers can list their sleds locally or nationally. The base fee for a 30-day listing, including up to 30 photos is \$30,

or as Burns likes to say, "30-30-30"! A full 30-day national listing with all partnered websites and 30 photos is still only \$40 making SLEDS2BUY.COM more than affordable. For dealers, bulk listings of ten or more non-current and used sleds are available at a bulk discounted rate.

SLEDS2BUY.COM is a partnership between the CCSO and Boost Recreation, a recognized expert in developing internet based software for merchandizing motorized recreational products. SLEDS2BUY.COM is being promoted nationally by the CCSO and within each CCSO jurisdiction by participating member associations, and is also linked to their websites and many others, like Atlantic Snowmobiler, SnoRiders West, Snow Goer Canada, Snowmobiler TV, SnowTrax Television, and Supertrax,

The Canadian Council of Snowmobile Organizations is the national body for organized snowmobiling in Canada and can be reached through its web site, www.ccsso-ccom.ca. With a mission statement of "providing leadership and support to organized snowmobiling in Canada", the CCSO/CCOM serves as the umbrella group for all the snowmobile associations and federations in Canada.

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