



PRESS RELEASE SEPT. 25, 2008

Fall Line Announces New Shop Location For 2008-2009 Season

Fall Line Bootfitting is pleased to announce our new location in Chamonix at 97 Rue Joseph Vallot. On the main street, just next to Super U.

"With a lot of new and exciting developments in the industry this year, we felt that the timing, location and our current position were all perfect in terms of moving into a bigger and better location. There is no doubt Rue Des Moulins provided a fantastic start, but it is clearly time to move on. We are excited about the new space and the potential it holds. We will continue with our existing brands including **Dalbello, Nordica, Tecnica, Garmont, Scarpa, Conformable, Lorpen, Head, Kingswood Skis, Smith and Giro** and are looking forward to introducing a few new brands at the shop as well. A huge thanks goes out to all our clientele and especially to the local community for all the help and support, without which this move would not have been possible..." - Kai Palkeinen

Although the shop will not open until Nov.15 2008, we will be holding two promotions on-line throughout October to get everyone excited and ready for the season. Stay tuned and we will keep you informed.

**Think snow....
K & J**

For a map of our new location click 'contact' at www.falllinebootfitting.com

**97 RUE JOSEPH VALLOT CHAMONIX FRANCE 74400
www.falllinebootfitting.com**