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**NORTHEAST POWERSPORTS ENTHUSIASTS GET A FIRST
LOOK AT 2010 MODELS AT BIG EAST**
Show Starts Friday, October 2nd at Oncenter Convention Center

SYRACUSE, N.Y. – (September 24, 2009) – Powersports enthusiasts are saying goodbye to summer and ringing in the 2009-2010 winter season at the 16th annual Big East Powersports Show, taking place Oct. 2-4 at the Oncenter Convention Center in Syracuse, NY.

The premier event is the only powersports show in the Northeast where attendees can shop, test and buy the latest from Arctic Cat, Polaris, Ski-Doo and Yamaha in one location. The show will feature new 2010 sled and ATV models, aftermarket products, open and closed trailers, clothing and accessories along with destination and report information. Attendees will also be able to register for a number of special product giveaways and stock up on everything they need to be ready when the first snow falls.

“We are excited to offer Northeast powersports lovers the best opportunity to see the latest models from some of the top dealers in the country. All four manufacturers will be represented at the show with some great new product innovations for 2010,” says show manager, Laurie Hallowell. “This is a great time for show attendees to take advantage of early season discounts on snowmobiles, ATVs and accessories and shop for the powersports enthusiasts on their holiday shopping list as well.”

According to the International Snowmobile Manufacturers Association (ISMA), New York state has the fourth highest snowmobile registration in the country, with 136,471 to date, behind Michigan, Minnesota and Wisconsin. The United States saw a 1 percent increase in registration overall in 2009 which, given the current economy, is remarkable. Looking forward into 2010 ISMA has a positive outlook, in part from the continued rise in snowmobiler registration as well as continued sales of snowmobile parts, garments and accessories over the summer and the advanced technology and new engine specifications being unveiled by the four leading manufactures with the new 2010 models, in compliance with EPA emissions standard.

Northeast meteorologists agree that it is too early to predict snowfall levels for the coming winter. However, the 2010 Farmers' Almanac predicts a chilly and snowy winter for the Middle Atlantic and Northeast states. Mike Neudorff, morning meteorologist with WROC-TV in Rochester, NY, discusses the upcoming winter weather forecast on his blog, WX-MAN'S Musings (wx-man.com), and predicts heavy snowfalls and possibly blizzard conditions for the Northeast region during February, which will only mean more snowmobiles on the trails this coming season.

The *16th annual Big East Powersports Show* will be held at Oncenter Convention Center, Oct. 2-4. Show hours are Friday 5 p.m.-10 p.m.; Saturday 10 a.m.-9 p.m.; Sunday 10 a.m.-4 p.m. Admission is \$9 for adults, \$4 for children 6-12 and free for children 5 and under. For a complete list of exhibitors, \$2 off adult admission and additional show information, visit www.bigeastpowersportsshow.com or call 800-848-6247.

About Affinity Events

Affinity Events, www.agievents.com, is a division of Affinity, which owns and operates recreation-focused consumer shows throughout North America. The division currently produces shows serving the RV, boat, snowmobile, ATV, home and garden, and ice fishing markets. Affinity, www.affinitygroup.com, is the nation's largest provider of outdoor clubs, services, media and events that service the safety, security, comfort and convenience needs of the North American recreational vehicle (RV) and outdoor enthusiast market. By providing information, insights, and resources, the company champions the fun, freedom, and adventure of recreation in motion. The company works to enhance its customers' recreational experiences and build the communities that share and promote their fun and adventurous lifestyles.

Affinity is organized into four different business units – Affinity Media, Affinity Clubs, Affinity Events and Affinity Ventures. Corporate headquarters are located in Ventura, Calif. Subsidiary operations and divisions can be found at multiple locations throughout the United State

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