

San Jose lands Dew Action Sports Tour event, 4-day competition expected to draw 100,000

For Immediate Release

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SAN JOSE (Oct. 27, 2004) – San Jose will host one of five stops on the Dew Action Sports Tour's inaugural season next year, bringing a four-day nationally televised competition to the city that is expected to attract more than 100,000 spectators downtown.

Chosen from among 20 bidding cities, San Jose's event will run Sept. 7-11, 2005 and will be the fourth stop on the first professional multi-sport tour in action sports covering the disciplines of skateboarding (street and vert), BMX (street, dirt and vert) and freestyle motocross. The competitions and accompanying festival activities – including live music, video gaming and other interactive elements – will cover more than a million square feet indoors at HP Pavilion and outdoors in the adjacent parking areas.

"The Dew Action Sports Tour and San Jose are an excellent combination that will be good for our city, the athletes, and the tour itself," said Mayor Ron Gonzales, co-chairman of the bid submitted by the San Jose Sports Authority. "Our community will embrace this event because it will generate excitement downtown, provide a real boost for local businesses, and provide terrific television exposure worldwide."

"I used to go to San Jose a lot to ride, and I'm unbelievably excited about it," said bid co-chairman Ryan Nyquist, a professional BMX rider and Los Gatos native.

The Dew Action Sports Tour is jointly owned by NBC Sports, which plans 19 hours of primarily live coverage, and Clear Channel Entertainment – Motor Sports, which stages more than 600 specialized motor sports events annually. A cable broadcast partner and additional programming plans will be announced later.

Athletes on the tour will accumulate points through the season toward the awarding of a \$1 Million Bonus Pool based on final standings.

All five sites on the tour's inaugural season have signed multi-year agreements.

The official name of the San Jose tour stop, whose title sponsor will be Toyota, will be announced later. The tour's founding partners include Mountain Dew as tour title sponsor; Panasonic, Right Guard Xtreme, Vans® and PlayStation® as the additional event title sponsors; and associate sponsors Peanut Chews® and Pacific Cycle™ -- owner and supplier of Mongoose®, Schwinn® and GT® bicycle brands.

The Dew Action Sports Tour is among more than 120 sports events brought to the city by the San Jose Sports Authority. Visit our website at www.sjsa.org.

Date	City / Venue	Title sponsor
June 8-12, 2005	Louisville / Kentucky Expo Center	Panasonic
July 6-10, 2005	Denver / Pepsi Center	Right Guard Xtreme
Aug. 17-21, 2005	Portland / Rose Quarter	Vans®
Sept. 7-11, 2005	San Jose / HP Pavilion	Toyota
Oct. 12-16, 2005	Orlando / TD Waterhouse Arena	PlayStation®