

San Jose's Dew Action Sports Tour event gets name, increased television exposure

Toyota Challenge will be seen on NBC Sports and USA Network

For Immediate Release

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SAN JOSE (Feb. 7, 2005) – San Jose's stop on the 2005 Dew Action Sports Tour on Sept. 8-11 will be called the Toyota Challenge, and will receive additional national television coverage, it was announced today.

NBC Universal's NBC Sports and USA Network have announced 32 hours of coverage for the five-city inaugural Dew Action Sports Tour.

"This makes a significant statement about NBC Sports' and the USA Network's commitment to the event and means more exposure for the City of San Jose," said Dean Munro, executive director of the San Jose Sports Authority.

The national television coverage represents a six-hour increase – to a total of 22 hours – planned by NBC, which will broadcast live coverage of the Toyota Challenge in San Jose on Saturday and Sunday afternoons, Sept. 10 and 11. USA Network, available in more than 88 million U.S. homes and one of the top-rated networks on cable television, will present late night coverage from midnight-1 a.m. PDT on Friday and Saturday, Sept. 9 and 10.

The Dew Action Sports Tour will feature the top professional action sports athletes competing in skateboarding (vert and park), BMX (vert, park, dirt), and freestyle motocross. The tour offers the biggest competitive purse in action sports plus a \$1 Million Bonus Pool based upon year-end standings.

The San Jose Sports Authority is the non-profit sports marketing arm of San Jose, which brings premier sports events to the city as well as actively supporting youth and amateur athletics. Visit our website at www.sjsa.org.

2005 Dew Action Sports Tour

<u>Date</u>	<u>Event</u>	<u>Site / Venue</u>
June 9-12	Panasonic Open	Louisville / Kentucky Expo Center
July 7-10	Right Guard Open	Denver / Pepsi Center
Aug. 18-21	Vans® Invitational	Portland / Rose Garden
Sept. 8-11	Toyota Challenge	San Jose / HP Pavilion
Oct. 13-16	PlayStation® Pro	Orlando / TD Waterhouse Arena