

For Immediate Release

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DEW TOUR RETURNS TO SALT LAKE CITY FOR FOURTH STOP OF 2009 SEASON

Toyota Challenge at EnergySolutions Arena, September 17-20, 2009

Burr Ridge, Ill. – March 2, 2009 – The Dew Tour, the world's premier season-long actions sports tour, today announced Salt Lake City, Utah as the site of the Toyota Challenge, Sept. 17-20, at EnergySolutions Arena. For the third consecutive year, the Salt Lake event will be the fourth of five stops on the 2009 tour. The event will feature the greatest talent in skateboarding, BMX and freestyle motocross.

In making the announcement, Alli Vice President and General Manager of Events Chris Prybylo said: "We are very excited to bring the Dew Tour back to Salt Lake City for the third consecutive year. Salt Lake is an active community that has a passion for action sports and we know fans will embrace the event with the same enthusiasm as in seasons past. We look forward to continuing our relationship with Salt Lake in the years to come."

"We could not have been more pleased with the success of last year's Toyota Challenge, and the way our citizens came out to support the event," said Governor Jon Huntsman. "We're looking forward to hosting this exciting event again in 2009."

"We're thrilled to bring the Dew Tour back to the state of Utah," said Jeff Robbins, president and CEO of the Utah Sports Commission. "The Tour provides significant economic impact and global exposure and once again highlights the value and important role of hosting these major sporting events to enhance Utah's economy and promote Utah world-wide."

The complete 2009 Dew Tour schedule is as follows:

<u>Event</u>	<u>Date</u>	<u>Location</u>
Event 1	June 26-27	Chicago, Ill.—Grant Park
Event 2	July 24-25	Boston, Mass.—TD Banknorth Garden
Wendy's Invitational	Aug. 13-16	Portland, Ore.—Rose Quarter
Toyota Challenge	Sept. 17-20	Salt Lake City, UT—EnergySolutions Arena
PlayStation® Pro	Oct. 15-18	Orlando, Fla.—Amway Arena

The 2009 Dew Tour will feature a BMX (park, dirt and vert) event in Chicago this June followed by a skate (park and vert) event in Boston. The five-stop tour will continue on to Portland, Ore., Salt Lake City and Orlando featuring BMX, skateboarding, and freestyle motocross.

Entering its fifth year, the Dew Tour is the most watched and attended action sports property in the world. Attendance for the 2008 Dew Tour totaled nearly 275,000 and an average of 41 million viewers tuned in via NBC and USA. The top athletes in the world will take part in this year's Tour, all competing for the highly coveted Dew Cup that will be awarded in Orlando at season's end to champions in each of the six disciplines. The 2008 Dew Cup winners include Chaz Ortiz (Skateboard Park), Pierre-Luc Gagnon



(Skateboard Vert), Jamie Bestwick (BMX Vert), Cameron White (BMX Dirt), Daniel Dhers (BMX Park), and Adam Jones (Freestyle Motocross).

Dew Tour

The Dew Tour consists of five major, multi-sport events spanning across the country, with a cumulative points system, a \$2.5 million competitive purse a bonus pool at year-end based on overall tour standings. The Tour features skateboarding (park and vert), BMX (park, vert and dirt) and freestyle motocross. At season's end, the overall point's leaders in the six disciplines are crowned year-end champions and awarded the prestigious Dew Cup. As part of an Alli property, key lifestyle elements compliment the competitions at each Tour event including the Festival Village, specialty competitions, and live cutting edge music. The Dew Tour is broadcast live on NBC Sports with additional competition and lifestyle broadcasts on MTV, MTV2 and USA. Dew Tour is also distributed on Fuel TV, Universal HD, and internationally on Eurosport, Fox Australia, Extreme Channel and Allarco Superchannel. The Dew Tour partners include Mountain Dew (tour title sponsor); and Wendy's, Toyota and PlayStation® (event title sponsors). Associate partners include Ball Park, Nerf, Nike 6.0, and Verizon Wireless. More information can be found at www.allisports.com.

Alli, the Alliance of Action Sports

Alli, the Alliance of Action Sports, is a global business that encompasses national and international action sports tours and events, multimedia production, and a consumer facing lifestyle brand. The Alliance includes: the Dew Tour, Winter Dew Tour, China Invitational, Maloof Money Cup, AMA Motocross Championship, King of Wake series, and the Free Flow Tour; Alli Productions, which creates original content, produces and presents content with partners, and distributes Alli content through a variety of channels. Alli is owned by NBC Sports and MTV Networks. More information can be found at www.allisports.com.

NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates the No. 1 television network, the fastest-growing Spanish-language network, a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.

MTV Networks

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 150 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, LOGO, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, THE N, VH1 CLASSIC, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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