



For Immediate Release

For further information:
Utah Sports Commission
Jeff Robbins: 801-328-2372
jrobbins@utah.gov

Alli, the Alliance of Action Sports
Nicole Mancuso: 630-908-6308
nicolemancuso@allisports.com

WINTER DEW TOUR ANNOUNCES SNOWBASIN AS NEW HOST RESORT OF THE SECOND STOP OF THE 2009-10 SEASON, JANUARY 15-17

The Second Season of the Winter Dew Tour Kicks off Dec. 18 in Breckenridge, Colorado

Burr Ridge, Ill. – July 13, 2009 – The Winter Dew Tour, the world's premier season-long winter action sports tour, today announced that Snowbasin, a Sun Valley Resort, in Huntsville, near Ogden Utah, will host the second of three stops Jan. 15-17, 2010 for the Tour's second season. The Winter Dew Tour showcases top winter athletes from around the world competing in freeskiing (slopestyle and superpipe) and snowboarding (slopestyle and superpipe) for both men and women. Snowbasin is a new host resort for the Winter Dew Tour, which had its inaugural season in 2008-09.

"Utah hosting the Winter Dew tour along with the Summer Dew tour continues to illustrate the growth Utah is experiencing in the action and adventure sports industry", said Jeff Robbins, president & CEO of the Utah Sports Commission, "Utah will receive significant benefit from this new event providing an anticipated \$5 million in economic impact and \$6 million in national and international media exposure."

All three stops of the Winter Dew Tour will be televised Live on NBC and simulcast around the world on Eurosport 2, Extreme Channel and Fox Sports Australia, with additional coverage on USA Network and MTV2.

"Both the Summer and Winter Dew Tours have proven to be well regarded events by fans and athletes alike," said Kent Lyons, General Manager of Snowbasin. "We are beyond excited to host the Winter Dew Tour, and we feel that Snowbasin will make a great fit."

"The state of Utah has had a tremendous partnership with the Summer Dew Tour over the last three years which has exposed our beautiful state to millions of people around the world," said Lieutenant Governor Gary R. Herbert. "Utah is the *State of Sport*, and we're looking forward to hosting the world's best freeski and snowboard athletes this winter at Snowbasin."

"We are extremely excited to have Snowbasin as our new host resort for the second stop of the 2009-10 season," said Chris Prybylo, Vice President of Events for Alli, the Alliance of Action Sports. "Utah has proven to be a great fit for the Summer Dew Tour and we look forward to continuing that success for the winter competitions."

The complete 2009-10 Winter Dew Tour schedule is as follows:

<u>Date</u>	<u>Location</u>
Dec. 18-20	Breckenridge Ski Resort – Breckenridge, Colo.
Jan. 15-17	Snowbasin Resort – Huntsville, Utah
Feb. 5-6	Mount Snow Resort – West Dover, Vt.



Entering its second season, the Winter Dew Tour had nearly 70,000 fans experience last year's inaugural season and an average of 26 million viewers tuned in via NBC, USA and MTV2 during 2008-09. 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 Mount Snow, Vt. at season's end. The '08-'09 Dew Cup champions include Shaun White (Snowboard Pipe and Slopestyle), Kelly Clark (Snowboard Pipe), Spencer O'Brien (Snowboard Slopestyle), PK Hunder (Freeski Slopestyle) and Tanner Hall (Freeski Superpipe).

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Winter Dew Tour

The Winter Dew Tour consists of three major, multi-sport events spanning across the country, with a cumulative points system, and a \$1.5 million competitive purse. Each event features men and women's snowboard (superpipe and slopestyle), and men's freeskiing (superpipe and slopestyle). 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 Winter Dew Tour is broadcast live on NBC Sports with additional competition and lifestyle broadcasts on MTV, MTV2 and USA. The Winter Dew Tour is also distributed on Fuel TV, Universal HD, Rush HD, and internationally on Eurosport, Fox Australia, Extreme Channel and Allarco superchannel. Winter Dew Tour partners include Mountain Dew (tour title sponsor); Toyota (event title sponsor). Associate partners include Ball Park, Nike 6.0, PlayStation®, Wendy's, 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, Lucas Oil AMA Motocross Championship, King of Wake series, and the Gatorade 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.

Utah Sports Commission

The Utah Sports Commission is a not-for-profit 501c3 charitable organization governed by an all-volunteer Board of Trustees consisting of statewide sports, business, community, and government leaders. The Sports Commission was created to foster national and international amateur and professional sports competitions to be held in the state of Utah, acting as a catalyst in unifying the states sports community and strengthening Utah's presence in the global sports marketplace. The Sports Commission works closely with communities, sports entities, and organizations to provide event services ranging from the bid process, on-site logistics, volunteer coordination, sponsorships and promotional opportunities and other related services.

