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Action Sports World Tour Brings World's Best Skateboarders, BMX Riders and More Back to Greater Cincinnati!

World's Top Action Sports Pros Christen New Bank of Kentucky Center in Final Qualifier before LG Action Sports World Championships

LOS ANGELES (September 10, 2008) – With the first sporting event in their new facility, the Bank of Kentucky Center at Northern Kentucky University will host the country's premier action sports circuit when ASA Entertainment's (ASA) Action Sports World Tour (ASWT) returns to Greater Cincinnati on October 3 and 4.

The Action Sports World Tour (previously the Mobile Skatepark Series) will offer fans two nights of explosive action sports entertainment featuring the world's best in skateboarding and BMX competition as well as high-flying freestyle motocross exhibitions and top-name bands performing live. This is the final opportunity for the sport's most daring athletes to showcase their talents and gain the ranking points needed to qualify for the prestigious *LG Action Sports World Championships*.

ASA's Action Sports World Tour offers more than \$1 million in prize money and draws the top athletes from around the world, including a host of X Games Medalists and World Champions such as Ryan Guettler (Queensland, Australia), Pierre-Luc Gagnon (Montreal, Canada), Chad Kagy (State College, PA), Simon Tabron (Newquay, England), Kevin Robinson (East Providence, Rhode Island), Rob Lorifice (Encinitis, CA), and Sandro Dias (Santo Andre, Brazil).



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Tickets for the Cincinnati ASWT are on sale now. Seats start at \$7.50 for military personnel and children and are available at the Bank of Kentucky Center Box Office, all

Ticketmaster locations, select Kroger stores, Ticketmaster.com, or by calling 513 562 4949 to charge them by phone. For more ticket information, please visit actionsportstour.com.

The Cincinnati ASWT event will be televised nationally on CBS Sports on November 8. Please check your local listings for details in your area.

For more information on the 2008 ASA Entertainment Action Sports World Tour, contact Denise M. Abbott at 310.410.3020 or via email at abbott@asaent.com, or Bryan Wright at 513.318.8855 or bryan.wright@strata-g.com.

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About ASA Entertainment:

A leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the largest action sports event and television production company in the world. The company produces more than 200 events and 100 television programs annually around the globe that feature skateboarding, freestyle BMX, inline skating, freeskiing, freestyle motocross, snowboarding and music. Its events are broadcast on CBS, VERSUS, Spike, Fuel TV and Fox Sports Net domestically and distributed to more than 1 billion HH globally throughout Asia, Europe, USA, Africa, Canada, South & Central America and Australia. ASA's properties range from large-scale international competitions such as the LG Action Sports World Championships to grassroots amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions and mobile tours. As one of the oldest and most established organizations in action sports, ASA Entertainment leads the market in developing premium content around the fastest growing sector of American sports. For more information, visit www.actionsportstour.com or www.asaentertainment.com.