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Theory of a Deadman and Kardinal Offishall add Musical Entertainment to the Action Sports World Tour event at Bank of Kentucky Center on October 3 & 4

Tickets include Live Concerts

LOS ANGELES (September 11, 2008) – Greater Cincinnati Area fans will enjoy some of the biggest names in action sports along with headlining musical entertainment when ASA Entertainment’s Action Sports World Tour (ASWT) stops at the Bank of Kentucky Center on the Northern Kentucky University campus on October 3 and 4th. On Friday, October 3rd, fans will enjoy the rhythms of rock band *Theory of a Deadman* from the Maxell Music Stage, while Saturday, October 4th attendees will be wowed by the hip-hop stylings of Canadian artist *Kardinal Offishall*.

Theory of a Deadman hales from Delta, British Columbia, Canada and was signed by *Nickelback*’s Chad Kroeger to 604 Records. In addition to rock, the band also includes traits of other music styles, such as country, metal and more acoustic elements. After three albums – the self-titled “*Theory of a Deadman*” (2002), which spawned “Hero” on the *Spider-Man* soundtrack, “*Gasoline*” (2005), and “*Scars & Souvenirs*” (2008) - *Theory of a Deadman* recently appeared at the Canadian Juno Awards and is presently touring the U.S. and Canada in support of their new album.



Credited as Canada’s “hip-hop ambassador”, *Kardinal Offishall* is well known for his reggae and dancehall-influenced style of hip-hop. *Kardinal Offishall* started rapping at age 8 and was winning competitions by age 12. By age 20 he was signed to Warner/Chappell Music Canada and released his first album in 1997 “*Eye & I*” on Capital Hill Music. He is one of the few Canadian hip hop artists that have an international audience and has collaborated with artists such as Busta Rhymes, Method

Man, Rihanna, Snow, T-Pain, Lil Wayne and Akon.

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ASA Entertainment last visited Cincinnati in 2005 with their Mobile Skatepark Series, but brings more excitement to the region in 2008 with their Action Sports World Tour competition, featuring Skateboard and BMX Park & Vert, as well as nightly demonstrations in Freestyle Motocross and live concerts. Tickets to each performance include all competitions, demonstrations and concerts, and start at just \$7.50 for military personnel and children. They 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 Action Sports World Tour* event is presently scheduled to air on CBS Sports on Saturday, November 8 at 2:00 p.m. ET. Please be sure to check your local listings for more details.

This event is produced by ASA Entertainment, the global leader in Action Sports event, content and television production.

For more information on *Theory of a Deadman* or *Kardinal Offishall*, or information about and credentials to ASA's *Cincinnati Action Sports World Tour* event, please contact Denise M. Abbott at 310 410 3020 or via email at abbott@asaent.com, or visit actionsportstour.com or asaentertainment.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 Sports, Spike, VERSUS, 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.