

For Immediate Release

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DEW TOUR ANNOUNCES SCHEDULE FOR 2010

Dew Tour Championships to be Held in Las Vegas at Season's End

Burr Ridge, Ill. – March 15, 2010 – The Dew Tour, the world's premier season-long action sports tour, today announced its complete schedule for the 2010 season. The 2010 circuit will return to Boston and Chicago for single-sport competitions and to Portland, Ore. and Salt Lake City for multi-sport events. Highlighting the 2010 schedule is the addition of new host city Las Vegas, where the final stop of the season – the Dew Tour Championships – will be held in conjunction with the year-end awards ceremony.

Bringing the Dew Tour to Las Vegas for the first time in the Tour's six-year history, the world-famous strip will serve as a backdrop for the Dew Tour Championships as well as the Dew Cup awards ceremony. After moving the event closer to what many consider the mecca of action sports – Southern California – the finale to the sixth season will be highlighted by fierce competition in addition to an elevated awards ceremony for the Dew Tour's year-end accolades.

"We are excited to host the first Dew Tour Championships in Las Vegas," said Pat Christenson, President of Las Vegas Events. "Las Vegas has a long and storied history of supporting high-profile, season-ending championships. This event will be our first foray into championship action sports and a great addition to our roster of Signature Events."

"I'm excited that the Dew Tour is going to be in Las Vegas this year. I love Vegas, so to be able to compete there seems almost surreal," said three-time Dew Cup champion, Ryan Sheckler. "The talent on the Dew Tour is going to be amazing this year, so I'm just looking forward to the season and the level of skateboarding that we'll bring to fans."

The full Dew Tour schedule also includes a skate-specific (park and vert) stop in Boston in June, followed by a BMX-specific (park, dirt and vert) event in Chicago. The five-stop tour will then continue on to Portland, Ore., Salt Lake City and Las Vegas, all featuring multi-sport events. Over the course of the Tour, athletes will compete to accumulate points based on their individual-event finishes, each vying for the most overall points and the title of Dew Cup champion.

"All five of our host cities for this upcoming year have shown tremendous support, and the addition of Las Vegas to the slate will make the final event of the year that much more dynamic and dramatic," said Chris Prybylo, Alli Vice President of Events and Dew Tour General Manager. "We look forward to what this season will bring and the climatic conclusion of the Dew Tour Championships in Vegas this October."

Tickets for the 2010 Dew Tour will be on sale soon and will be available via Ticketmaster.com and at Ticketmaster box offices. Visit allisports.com for more information.

The complete 2010 Dew Tour schedule is as follows:

<u>Event</u>	<u>Date</u>	<u>Location</u>
Skate Open,	June 25-26	Boston, Mass. – TD Garden
ISF Skateboarding World Championships		



Nike 6.0 BMX Open	July 23-24	Chicago, Ill. – Museum Campus
Wendy's Invitational	Aug. 12-15	Portland, Ore. – Rose Quarter
Toyota Challenge	Sept. 16-19	Salt Lake City, Utah – EnergySolutions Arena
Dew Tour Championships	Oct. 14-17	Las Vegas, Nev. – Hard Rock Hotel & Casino

Entering its sixth year, the top athletes in the world will take part in the 2010 Dew Tour, all competing for the highly coveted Dew Cup that will be awarded at season's end to champions in each of the five disciplines. The 2009 Dew Cup champions include Chris Cole (skateboard park), Bucky Lasek (skate vert), Garrett Reynolds (BMX park), Jamie Bestwick (BMX vert) and Ryan Nyquist (BMX dirt).

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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 points leaders in the five disciplines will be crowned year-end champions and awarded the prestigious Dew Cup. As part of an Alli property, key lifestyle elements complement 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. The 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 Nike 6.0, Wendy's and Toyota (event title sponsors). Associate partners include Ball Park, Nerf, 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, Lucas Oil AMA Pro 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.



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