



FOR IMMEDIATE RELEASE

AVP CROCS TOUR SANDERSON FORD GLENDALE BEST OF THE BEACH TICKETS GO ON SALE JUNE 19

The Season-Ending Professional Beach Volleyball Tournament Will Bring the Game's Top Players and Olympic Stars to Westgate City Center September 25-27

(GLENDALE, ARIZ., June 17, 2008) – [AVP, Inc.](#) (OTC Bulletin Board: [AVPI](#)) ([www.avp.com](#)), a lifestyle sports entertainment company focused on professional beach volleyball, has announced that tickets for the AVP Crocs Tour Sanderson Ford Glendale Best of the Beach Invitational at Glendale Ariz.'s [Westgate City Center](#) will go on sale June 19, 2008. The tournament will be played Sept. 25-27.

The event will feature the top 12 individual men and the top 12 individual women on Tour and will be played at Westgate City Center, Arizona's premiere sports and entertainment complex. Tickets can be purchased online at [www.avp.com/glendale](#), by phone at 800-919-6272 or in person at Just Sports (Westgate location only) beginning June 19.

Ticket pricing packages range from a \$20 general admission seat to a \$100 VIP party deck accommodations that include shade and hospitality. In addition, from June 19 to July 3, any fan that spends \$100 or more in a single ticket purchase will enjoy a VIP meet-and-greet with an AVP player and will be entered to win a \$250 Westgate gift card.

"We couldn't be more excited about coming back to Westgate City Center in Glendale for a second season," AVP Crocs Tour commissioner and CEO Leonard Armato said. "And we're thrilled to be able to bring our season-ending tournament here. We think the fans will really get excited about the Best of the Beach format because it does a great job of highlighting our stars."

"This tournament will be an unprecedented opportunity for our community and for Westgate City Center," added Dave Groff, president, Westgate Sports and Entertainment. "Our September event is on the heels of the Summer Games in Beijing, and allows fans to come out and watch the best of the best – possibly even gold medalists – compete in this Best of the Beach Invitational."

Incredible energy and entertainment will be woven throughout the three-day AVP experience. Westgate Sports and Entertainment Group has planned a series of beach parties, DJ/live music events and pool parties – many of which will include AVP players.

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Bringing additional excitement to Glendale, this year's event will follow the king and queen of the court format, bringing only the top 12 individuals from each gender together to battle it out for the \$200,000 prize purse. Only one winner (per gender) will be crowned and their payday depends on how many matches they win throughout the weekend. It's the tour's only format that brings the top 24 individual athletes together to compete against one another as they all vie for the coveted title of "Best of the Beach". Last year's winners of the God and Goddess of the Beach events were 2004 Olympic bronze medalist Elaine Youngs in the women's bracket and John Hyden in the men's.

Ticket prices include:

- \$100 Party Deck: regular and lounge-style seating, two drinks, snacks, souvenir, and private bar
- \$80 VIP Front Row: front-row seating and four drinks
- \$50 Courtside: second to Sixth row seating and two drinks
- \$45 Family Four-Pack: two adults and two children (12 and younger), \$10 concession stand voucher
- \$20 General Admission
- \$15 Military Discount
- \$12 Group Pricing: general admission with a group of 20 or more
- \$10 Student (with valid ID)

About AVP, Inc

AVP, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. One of the fastest growing entities in the sports world, the AVP operates two of the industry's most prominent national outdoor touring series, the AVP Pro Beach Volleyball Tour (1983) and the AVP Hot Winter Nights Indoor Tour (launched in 2008). The AVP is set to stage more than 35 events throughout the United States in 2008 and features more than 150 of the top men and women competitors in the sport. At the 2004 Athens Olympics, AVP athletes representing the United States won gold and bronze. The medals were the first won by the U.S. women in professional beach volleyball, and the 2007 World Champions in each gender are AVP athletes. AVP is headquartered in Los Angeles, and the company's stock trades under the symbol AVPI on the OTC Bulletin Board. For more information, please visit www.avp.com.

About Westgate City Center

Westgate City Center is the creation of The Ellman Companies – a visionary, international real estate corporation dedicated to the development of the extraordinary. Westgate City Center is one of the largest and most exciting new urban developments in North America. Westgate is a super-regional destination, which will ultimately include up to eight million square feet of shopping, dining, entertainment, residences, parks, and office space – in an area equivalent to about 45 Manhattan city blocks. Several world-class facilities are now adjacent to the Center. Jobing.com Arena is home to the NHL Phoenix

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Coyotes and also ranks among the top 20 concert venues in the nation in ticket sales. Next door, the University of Phoenix Stadium houses the NFL Arizona Cardinals and Tostitos Fiesta Bowl, plays host to BCS College Football Championship Games and was the site of the 2008 Super Bowl. Westgate City Center also features a new, 320-room Marriott Renaissance Hotel and 4,000-seat, 20-screen AMC multiplex cinema. For more information, visit www.westgateaz.com.

Forward Looking Statements

Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of the Company. We wish to caution you that these statements involve risks and uncertainties and actual results might differ materially from those in the forward-looking statements, if we receive less sponsorship and advertising revenue than anticipated, or if attendance is adversely affected by unfavorable weather. Event-related expenses, such as for the stadium, transportation and accommodations, or security might be greater than expected; or marketing or administrative costs might be increased by our hiring, not currently planned, of a particularly qualified prospect. Additional factors have been detailed in the Company's filings with the Securities and Exchange Commission, including our recent filings on Forms 10-KSB and 10-QSB.

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