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FOR IMMEDIATE RELEASE

All-Star Line Up Announced, Tickets Now On Sale For Nissan Half-Pipe Jam At Westgate City Center

Six World Class BMX, Skate And Inline Vert Athletes To Perform in West Valley

(GLENDALE, ARIZ., Sept 18, 2008) – Six of the top pros in [Action Sports](#) are headed to Glendale, Ariz. to compete in the first-ever Nissan Half-Pipe Jam produced by ASA Entertainment at [Westgate City Center](#) October 11 and 12. BMX Vert competitors Kevin Robinson and John Parker will join Inline Vert champions Shane Yost and Marc Englehart as well as Skate Vert athletes Danny Mayer and Pierre-Luc Gagnon for the two-day extravaganza.

“These athletes are six of the most progressive and creative that Action Sports has to offer,” said Dave Groff, president, Westgate Sports and Entertainment. “This caliber of competitors provides the perfect dynamic as Westgate introduces the Valley to the fastest-growing sport genre in the country.”

The Nissan Half-Pipe Jam is part of the Nissan Action Sports Series of events that will occur at Westgate City Center this year. The October dates include two days of nail-biting demo performances, autograph sessions and contests. Saturday will include three different shows, with two more on Sunday.

General admission is free for the two-day event, but there are VIP tickets now on sale. Fans can purchase premiere-seating ticket packages, which will include such additions as private access to autograph sessions, valet parking and Miller beverages. Ticket prices are \$50 or \$100 and can be purchased by calling 800.919.6272 or by logging onto www.westgatecitycenter.com.

Ticket packages:

Maxima 360:

\$100 Ticket Includes:

- Private area closest to half pipe
- Complimentary Nissan valet
- Player autographs and photos
- Four (4) complimentary Miller Lites

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RideNow Power Zone:

\$50 Ticket Includes:

- Private area closest to half pipe
- Player autographs

Schedule of events:

- Saturday, October 11:
 - 12:30 - 1:00 p.m. Show
 - 1:00 - 1:30 p.m. Autograph session in Nissan Tent
 - 1:30 - 2:30 p.m. RideNow Power Hour
 - 2:30 - 3:00 p.m. Show
 - 3:00 - 3:30 p.m. Autograph session in Nissan Tent
 - 3:30 - 4:30 p.m. RideNow Power Hour
 - 4:30 - 5:00 p.m. Show
 - 5:00 - 5:30 p.m. Autograph session in Nissan Tent
- Sunday, October 12:
 - 10:00 - 10:30 a.m. Show
 - 10:30 - 11:30 p.m. Autograph session in Nissan Tent
 - 11:30 - 12:30 p.m. RideNow Power Hour
 - 12:30 - 1:00 p.m. Show
 - 1:00 - 1:30 p.m. Autograph session in Nissan Tent

Kevin Robinson, 2008 ESPY Nominee for Action Sport Athlete of the Year, is one of the top BMX riders in the world backed by more than 20 years of experience. He invented the corkscrew flair and now performs every conceivable flare variation.

BMX rider John Parker is among the elite on the ramp, gaining four top five finishes in his career. He performs every air variation possible, most notably his double tailwhip.

Pro skateboarder Pierre-Luc Gagnon is a highly technical, consistent powerhouse whose innovation and skill keeps him on top of the heap. With his favorite flip tricks he's consistently taking home top honors, including, most recently, Gold at the 2008 X Games.



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Skate Vert champ Danny Mayer has a reputation for challenging the limits of the sport. He is best known for his “Best Trick” abilities, famous for his Kickflip McTwist. After returning to the skate scene in 2002, he swept every Mobile Skatepark Series event and won the infamous Slam City Jam Best Trick contest.

Inline skater Shane Yost, also known as The Tazmanian Devil, has completely reshaped the sport. He was the first skater to pull a switch 1080 and the only skater in the world to land a forward 1260.

Marc Englehart took the inline world by storm in 2002 when he became the first American since 1997 to medal in Vert at the X Games. Englehart’s consistent 1080s and progressive lip tricks consistently keep him ahead of the competition

The Nissan Action Sports Series will return to Westgate City Center on December 6 -7 for the Nissan Freestyle Motocross demonstration.

For more information about the Nissan Half-Pipe Jam please contact Nicole Traynor, Director of Public Relations for Westgate City Center at 602.363.2298 or email ntraynor@ellmanco.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 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.westgatecitycenter.com.

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

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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, 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.

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