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Westgate City Center to Partner with ASA Entertainment to bring the Excitement of Action Sports Entertainment to Arizona

(Glendale, Ariz. June 24, 2008) --- [Westgate City Center](#), located in Glendale, Ariz., will soon host professional action sports as part of a newly formed partnership with [ASA Entertainment](#) (ASA). ASA, the leader in action sports event, television and content production, will bring the fastest-growing sports genre in America to Arizona's newest and most exciting urban development community. Beginning this fall, this partnership will provide action sports experiences several times a year, headlined by the stars who ride on ASA Entertainment's Action Sports World Tour.

Westgate City Center, often called the 'crown jewel' of sports venue complexes, has virtually redefined the concept of super-regional destinations. It is the largest mixed-use development of its kind in North America and is anchored by the University of Phoenix Stadium, home to the Arizona Cardinals, Fiesta Bowl and Super Bowl XLII, and Jobing.com Arena, home to the NHL Phoenix Coyotes.

Beginning this fall, Westgate will host top freestyle motocross and BMX riders, along with some of the country's best skateboarders, who will perform exhibitions, sit for autograph sessions and interact with the audience at each event, giving fans a personal, hands-on experience with the best in professional action sports.

"Action sports is a welcome and high-energy addition to the Westgate family of great events and entertainment," said Dave Groff, president, Westgate Sports and Entertainment. "These ASA events will bring a new level of sports and entertainment for the entire family to Westgate City Center – further promoting it as the ultimate entertainment destination of the Southwest. Action Sports now has more than 75 million fans, and these sporting events are becoming increasingly popular in the Valley with a positive demographic trend."

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ASA President Gabby Roe agrees. "As the Southwest's leading sports and entertainment destination, Westgate and ASA are a dynamic match. Action sports is the fastest growing sport genre in the U.S. with a 700% increase in participation in the last 15 years, and marrying the thrill of its events to the gamut of activities presently available at Westgate is a perfect combination. ASA prides itself in being able to use its vast action sports resources to customize events that will entertain and satisfy our clients' needs, and this partnership does just that."

The action sports events at Westgate City Center will be offered periodically throughout the year. For more information, contact Denise Abbott of ASA Entertainment at (310) 410.3020 ext. 309, www.asaentertainment.com, or Westgate City Center at (623) 772.4000, www.westgateaz.com.

About ASA:

The leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the first and 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, Spike, VERSUS, Fuel 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.

About Westgate City Center:

Westgate City Center is the creation of The Ellman Companies – a visionary, international real estate corporation actively involved in site selection, acquisition and development of retail, entertainment and premiere office properties in the US, Canada and the Caribbean. Westgate City Center is one of the largest and most exciting new

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urban developments in North America, which will ultimately include up to eight million square feet of shopping, dining, entertainment, high-end condominiums, parks, and office space – in an area equivalent to about 45 Manhattan city blocks. The Development already boasts the state's largest AMC multiplex cinema (4,000-seats, 20-screens), the state's largest Yard House restaurant, Jimmy Buffett's Margaritaville, and national retailers such as Fossil, Puma, Sketchers and Quicksilver. Adjacent to the Center are Jobing.com Arena, home to the NHL Phoenix Coyotes, and the University of Phoenix Stadium, home to the NFL Arizona Cardinals, Tostitos Fiesta Bowl, BCS College Football Championship Games and the 2008 Super Bowl. The property also includes a 320-room, four-star Marriott Renaissance Hotel and a 149-room Hampton Inn and Suites. For more information, log on to www.westgateaz.com.

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