

CBS Sports Partners with ASA Entertainment for 2008 Action Sports World Tour Coverage

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Los Angeles (June 10, 2008) – For the fourth consecutive year, ASA Entertainment (ASA), the global leader in action sports event and TV production, and CBS Sports are teaming up to bring top-notch action sports entertainment to network TV viewers. ASA's 2008 Action Sports World Tour will broadcast four hours of programming on CBS Sports during four weekends in November and December.

The CBS Sports television dates are as follows:

Saturday, November 8 at 2:00 p.m. ET*

Sunday, December 7 at 5:00 p.m. ET following the weekly NFL broadcast*

Saturday, December 13 at 1:00 p.m. ET*

Saturday, December 20 at 1:00 p.m. ET*

* Times are subject to change. Please stay tuned to your local listings and www.actionsportstour.com for more information and details.

"We are delighted to have the Action Sports World Tour televised on CBS Sports for the fourth consecutive year in 2008," said Rick Bratman, CEO of ASA Entertainment. "The partnership has been very good to us in the past and we expect even stronger viewership in 2008 as CBS Sports further solidifies its position within action sports programming."

"CBS Sports is once again pleased to team up with ASA Entertainment in bringing viewers all the action and excitement that they have come to expect and the Action Sports World Tour has always delivered," says Rob Correa, Sr. Vice President, Programming, CBS Sports.

ASA's Action Sports World Tour (ASWT) kicks off in late July with its all-female S3 Supergirl Jam in Huntington Beach, California (July 25-27), then visits Orange County California with its high-flying Big-Air BMX Triples event (July 29-31). In September the ASWT continues with the LG Championships of Freestyle Motocross at the LA County Fair (September 27), followed by a stop in the Greater Cincinnati area at the new Bank of Kentucky Center (October 3-4). ASA Entertainment's Action Sports World Tour ends in early November with the prestigious LG Action Sports World Tour Championships (November 7-9). Each of the Tour's TV programs on CBS Sports combines world-class competition from the top pros in action sports with behind-the-scenes footage, personality profiles, lifestyle features and cutting edge music.

For more details on ASA's Action Sports World Tour, the CBS Sports television schedule or live event information, please contact Denise M. Abbott at 310 410 3020 or via email at abbott@asaent.com, or visit www.actionsportstour.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, 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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ASA Entertainment is a client-focused organization that connects brands to consumers through action sports events and content. We offer a wide variety of innovative and flawlessly executed Action Sports events and content that deliver a measurable and considerable return on investment for our clients.

[You can find this press release here](#)