



**IMG AND GO211.COM ANNOUNCE TITLE SPONSORSHIP OF SOUTHERN CALIFORNIA'S
ORIGINAL ACTION SPORT & LIFESTYLE FESTIVAL**

*Live Streaming, Multi-Channel Coverage Delivers World's Largest Professional Surfing
Competition to Millions of Homes Internationally*

HUNTINGTON BEACH, Calif. – IMG and Go211.com today announced that Go211.com is the title sponsor of California's longest running action sport and lifestyle festival. "Go211 Live featuring the Honda U.S. Open of Surfing Presented by O'Neill" takes place from July 18 to 27, 2008 at the Huntington Beach Pier.

With a rich and soulful history dating back to 1959, Go211 Live attracts more than 600 world-class athletes from across the globe and features surfing, skateboarding, BMX and FMX in world-class venues along with live concerts and an interactive lifestyle festival spread over 12 acres. All the exciting action is available at www.go211.com.

Go211.com, the leading social networking website for action sports enthusiasts, is streaming the event with a unique multi-camera, multi-channel approach. Online viewers can watch extensive live coverage of world-class surfing and/or drop into the "Soul Bowl" along with top skateboarders and BMX riders, all from the comfort of their couch or living room. Dual web streams allow viewers to switch back and forth between channels, or open both in unison.

In addition to showcasing live action from the competitions and commentary from top pro riders, the Go211.com webcast will feature live scoring, replays, archives and live chat where viewers can submit comments and questions to on-air web announcers and their guests. Go211 Pro Team athletes will provide their insights on all the action.

"Go211.com is excited to host two simultaneous, live web streams of all the epic action, delivering everything that is happening in the surf, on the sand and in the Soul Bowl directly to your computer," said Sean Aruda, CEO of Go211. "Viewers across the globe will receive a real "live" experience as if they were truly at the Huntington Beach Pier."

"Go211.com will bring this historic event into millions of homes across the globe through the unique capture of live content and interactive streaming," said James Leitz, IMG vice president. "Go211 brings a new media dynamic to the world's largest professional surfing competition and lifestyle festival. Through their sponsorship and expertise, Go211 is going to raise the bar for action sports coverage.

Go211 Live is anchored by the Honda U.S. Open of Surfing presented by O'Neill, North America's highest-rated (six-star) qualifying event and the world's largest professional surfing competition. The Honda U.S. Open draws 500 of the sport's elite surfers to compete for a \$200,000 purse in divisions including men's, women's, longboarding, junior men and junior girls. Ancillary events include Pac

Sun's Battle of the Brands, They Will Surf Again Expression Session, Boost Mobile Pro Shoot Out and Corona Stand Up Paddle Surf Challenge.

Pairing surfing with sister action sports, the innovative Go211.com "Soul Bowl" features several of the world's best skateboarders and BMX riders along with the 10th anniversary all-star induction ceremony and bowl jam. Thrice daily action-packed FMX demos by top X Games athletes fuel the FMX Air Show while the S3 Supergirl Jam features top women athletes competing in six core disciplines.

More than 400,000 spectators also will enjoy an interactive festival featuring the TransWorld Surf Village, Southwest Airlines Concert Stage and Teen Vogue Fashion Live! Activities include daily athlete autograph signings, dance contests, DJs, guest emcees and prize giveaways. The massive Concert Stage fires up on Thursday, July 24 with Teen Vogue Fashion Live! The Clique Girlz is followed by the Donnas on Friday, while Louis XIV (headlines) and Rebelution performs on Saturday.

Open to the public free-of-charge, Go211 Live surfing competition begins on Friday, July 18 and runs through Sunday, July 27. Festival activities, BMX and skate competitions begin on Thursday, July 24 with FMX starting on Friday, July 25. Go211 Live will be shot in HiDef and showcased on two original one-hour Fusion TV programs airing on Versus Network. Consumer information is available at www.go211.com and www.usopenofsurfing.com.

About Go211.com

Go211.com is the leading community and video site for lifestyle sports created by and for action sports athletes and enthusiasts. It's the place to hang with the Pros and friends to get behind-the-scenes video, blogs, photos, webcasts and podcasts from featured contributors along with other action sports fans. Go211.com offers a broad range of exclusive content submitted directly from the athletes and events. The current Go211 Pro Team roster includes Danny Kass, Jeremy Jones, Christian Hosoi, CJ Hobgood, Donny Robinson, Hannah Teter, Danny Davis, Andy Finch, Joey Bradford, Ross Powers, Holly Beck, Alise Post, Clay Marzo, Mary Osborne, Courtney Conlogue, Danny Caluag, Mike Losness, Seth Wescott, and Kelly Clark, among others.

About IMG Sports & Entertainment

Operating in 30 countries, IMG Sports & Entertainment's diverse businesses include: consulting services; event ownership and management; fashion events and models representation; licensing; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at: www.imgworld.com

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