



MEDIA ALERT



HONDA U.S. OPEN OF SURFING PRESENTED BY O'NEILL BOASTS ITS MOST DIVERSE LINEUP WITH 28 COUNTRIES REPRESENTED, WHILE THE ELITE WOMEN'S FIELD SHOWCASES THREE WORLD CHAMPS AND CURRENT WORLD TOP 10

HUNTINGTON BEACH, Calif. – Boasting the largest and most diverse field in its 15 year history, the Honda U.S. Open of Surfing Presented by O'Neill begins its epic 10-day run on Friday, July 18 at the Huntington Beach pier. Anchoring Go211 Live, the Honda U.S. Open of Surfing is North America's highest-rated qualifying contest and the world's most heavily attended professional surfing competition. The event is owned and produced by IMG, a global leader in sports and entertainment. All the exciting action is available at www.go211.com and www.usopenofsurfing.com.

Since it was founded in 1994, 26 out of 28 men's and women's ASP World Titles have been captured by U.S. Open of Surfing champions. The list reads like a who's who of professional surfers with Kelly Slater, Lisa Andersen, Andy Irons, Layne Beachley, Sunny Garcia, Sofia Mulanovich and Pauline Menczer all standing atop the winner's podium. Several Honda U.S. Open champions have finished runner-up in the world title race including three-time champ Rob Machado, Shane Beschen, Taj Burrow and Keala Kennelly. Myriad others have used the prestigious event as a platform to reach the World Tour.

The 2008 Honda U.S. Open of Surfing Presented by O'Neill continues this historic tradition, showcasing 516 world-class contestants from 28 countries (South America, Africa, Australia, Europe, Asia, etc.) competing for \$200,000 in total prizes. The six-star World Qualifying Series (WQS) rated men's and women's divisions boast \$135,000 and \$35,000 purses respectively and offer competitors the largest point allocation of any Mainland event. More than 400,000 spectators are anticipated.

This year's Honda Men's U.S. Open Presented by O'Neill features 192 competitors in the main event, 96 in the trials and 30 more on the alternate list. Forty eight of the top 50 competitors on the WQS and 90 of the top 100 are entered. In addition to "heavy-hitting" World Tour standouts Chris Ward, Tim Reyes, Cory Lopez and Taylor Knox, crowd favorites include highly rated WQS stars Patrick Gudauskas, Sunny Garcia, Adriano de Souza, Brett Simpson, Nathaniel Curran and Nathan Yeomans. In addition to Gudauskas, former world champion Garcia, Curran, Yeomans, Austin Ware and Simpson are within striking distance of the 2009 World Tour and would benefit from a strong U.S. Open.

The 60-strong women's division is equally as impressive, boasting three world champions (Stephanie Gilmore, Sofia Mulanovich and Layne Beachley), 16 of the top 18 girls on the ASP World Tour, and nine of the top 10 in the current WQS standings. World-class talent like Samantha Cornish, Melanie Bartels and Megan Abubo will battle against rising stars including

WQS ratings leader Sally Fitzgibbons, Sage Erickson, Courtney Conlogue and Karina Petroni. Erickson, Conlogue and Malia Manuel have each been granted wildcards into the round of 48.

Go211 Live Featuring the Honda U.S. Open of Surfing Presented by O'Neill features a jam-packed roster of sanctioned surfing contests including men's and women's junior divisions and longboarding. 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.

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

###

Press Contacts:

Mike Kingsbury, Billy Grenham

MKM

mike@teammkm.com, billy@teammkm.com

(714) 375-2188