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BOOST MOBILE HOT IMPORT NIGHTS AND NIGHTSHIFT EVENTS ANNOUNCE 2008 TOUR SCHEDULE

Orange, CA – January 22, 2007 – HIN Events, producer of the premier automotive lifestyle festival series of the U.S., has announced its ten-month, 21-city tour schedule for 2008.

This year, in addition to returning to familiar territories such as Orlando, Los Angeles, Seattle, Miami, and Phoenix, the events are also traveling to new places like Austin, TX, Landover, MD, and Columbus, OH. Charlotte, NC, which has previously hosted only HIN, will get to experience the fast paced extreme motorsports action of Nightshift.

The company, who hosted 21 HIN and Nightshift events in 2007 and received more than 330,000 in total visitors, anticipates a significant lift in attendance numbers in 2008.

For the 2008 season, the events series promises dramatic enhancements to its car and model content, talent lineup, and production value, while staying true to the best in class image consistently associated with the HIN brand.

“This year we are going to take what makes HIN great – cars, gadgets, beautiful women, motorsports, unique product displays, and the hottest names in pop culture – and elevate them to a whole new level,” said Myles Hasegawa, Executive Producer of HIN Events. “Longtime fans and newcomers alike will be truly amazed!”

Those interested in advertising and sponsorship opportunities may contact Rick Stark at 949-789-7439, ext. 206.

– 2008 HIN and Nightshift Tour Schedule –

Event	Date	City	Venue	Time
HIN - San Mateo	March 8	San Mateo, CA	San Mateo Expo Center	5p – 12a
HIN - L.A.	March 22	Los Angeles, CA	LA Convention Center	5p – 12a
Nightshift - Austin	April 12	Austin, TX	Travis County Expo Center	4p – 11p
HIN – D.C.	April 19	Chantilly, VA	Dulles Expo	5p – 12a
HIN – Boston	April 26	Boston, MA	Bayside Expo Center	5p – 12a
HIN – Chicago	May 10	Chicago, IL	McCormick Place	5p – 12a
HIN – Columbus	May 31	Columbus, OH	Greater Columbus Convention Center	5p – 12a
Nightshift - Landover	June 14	Landover, MD	FedEx Field	4p – 11p
Nightshift – New York	June 21	Elmont, NY	Belmont Park Raceway	4p – 11p
Nightshift - Charlotte	July 12	Concord, NC	Carbarrus Convention Center	4p – 11p
HIN - Orlando	July 19	Orlando, FL	Orange County Convention Center	5p – 12a
NS – Nashville	July 26	Nashville, TN	Music City Motorplex	4p – 11p
HIN – Seattle	Aug. 2	Seattle, WA	Seattle Stadium Expo	5p – 12a
Nightshift – Pomona	Aug. 9	Pomona, CA	Pomona Fairplex	4p – 11p
Nightshift – Chicago	Aug. 23	Chicago	Toyota Park	4p – 11p
Nightshift – Pleasanton	Sept. 20	Pleasanton, CA	Alameda Fairgrounds	4p – 11p
HIN – Minneapolis	Sept. 27	Minneapolis	Minneapolis Convention Center	5p – 12a
HIN – Dallas	Oct. 11	Dallas, TX	Dallas Convention Center	5p – 12a
Nightshift – Phoenix	Oct. 18	Phoenix	Firebird Raceway	4p – 11p
HIN – Hawaii	Dec. 5	Honolulu, HI	Blaisdell Center	5p – 12a
HIN - Miami	Dec. 20	Miami, FL	Miami Beach Convention Center	5p – 12a

About Hot Import Nights

Boost Mobile Hot Import Nights is the country's largest touring automotive lifestyle event. In addition to a dazzling display of the nation's best and most numerous customized show cars, this one-of-a-kind pop culture experience also features live music/dance performances in a unique lights-out, nightclub atmosphere. Revelers are treated to elaborate product displays from sponsors such as Boost Mobile, Mazda, NOS Energy Drink, and National Guard. Accompanied by its sister event series Boost Mobile Nightshift, which features modified cars, drift demos, Freestyle Motocross, dyno runs, and bike stunts, the touring festival boasts 21 shows in the U.S., attended by over half a million auto enthusiasts, in addition to international shows in Guam, United Kingdom, Puerto Rico, Brazil, among others.

Newsweek magazine has hailed HIN as the "Lollapalooza for millions of hipster-hobbyists". It was also rated by *Stuff* magazine (August 2007 issue) as #5 among the top 20 hippest items and happenings. In September, 2007, videogame giant THQ released Juiced 2: Hot Import Nights worldwide, available on Xbox360, PlayStation2, PlayStation 3, PSP, Nintendo DS, and select mobile platforms, which became one of its highest selling videogames of the year.

For more information visit HotImportNights.com.

About HINcity.com

HINcity.com is one of the largest online social networking communities for tuner enthusiasts and industry models. HINcity version 2.0 launched in August, 2007 with new features including blogs, answers, community profiles, videos, photo voting, as well as a revamped interface.

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