



MEDIA INFORMATION

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“HOT IMPORT NIGHTS” BRINGS FAST & FURIOUS LIFE STYLE EVENT TO AUSTIN, TX

“LIVE” SATURDAY APRIL 11, 2009 AT TRAVIS EXPO CENTER”

Orange, CA, April 7, 2009: Digital Age Motorsports, LLC (DAMS) presents HOT IMPORT NIGHTS 2009 Tour (HIN). The third stop on the (19) nineteen city 2009 HIN tour is the exciting Austin, Texas this Saturday Night April 11, 2009. The Fast & Furious 4 film with its very recent box office success confirms the existing and growing fan base for HOT IMPORT NIGHTS Auto-lifestyle events, and content around the US.

This year, sponsor NOS Energy drink and HIN partnership expands with NOS participating with Formula Drift and HIN at all events, including the first drifting racing event in Austin this Saturday April 11th. This NOS PRO AM Drift Championship Series tour is also presented by HIN and Formula Drift. The full tour schedule and details of the 2009 HIN schedule is available at www.hotimportnights.com.

The Hot Import Nights Tour features outdoor Events, featuring the adrenaline-rush of professional drifting demos and racing, tuner car competitions, auto-lifestyle elements, and musical and stage performances.

“Austin is a very exciting entertainment and college based city to bring HOT IMPORT NIGHTS. The “HIN lifestyle” has always been a wonderful fit in Texas where music and cars have a strong consumer affinity said Paul Stevens, Founder/CEO of Digital Age Motorsports.

The 2009 Tour includes the following cities, Tampa, Boston, Chicago, Charlotte and many more cities. www.hotimportnights.com.

About Digital Age Motorsports, LLC (DAM LLC)

Digital Age Motorsports, LLC is an entertainment holding company which finds and secures selective entertainment assets and libraries. The company also produces all of its own content programming and media. The company programs are generally placed for all media distribution.

About Hot Import Nights (HIN Events)

HIN Events is a leading producer of touring automotive lifestyle events. Based in Southern California, the company produces Hot Import Nights and Rivalry Nights the nation's largest and most unique indoor/outdoor car, music, and pop-culture festivals. The 2009 Tour will travel to 19 major domestic markets. The events are attended by about half a million automotive and entertainment enthusiasts each year. For more information, visit www.hotimportnights.com.