



MEDIA INFORMATION

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About Hot Import Nights / HIN Events

Digital Age Motorsports, LLC (DAMS) presents the HOT IMPORT NIGHTS 2009 Tour (HIN). Hot Import Nights is the nation's largest touring automotive-lifestyle event, and a leading influencer in the sport-compact-car market. The 2009 HIN Tour season travels to 19 cities across the country with a one-of-a-kind pop culture experience, combining the automotive-lifestyle culture with popular hip-hop, rap and urban-music genres.

The hallmark of a HIN show is the display of customized show and competition cars. These cars compete for show prizes, or can compete in motorsports demonstrations and competitions. This year, HIN co-launched the Pro-Am Drift series with Formula D, the professional drifting competition sanctioning body. Pro-Am winners from each round will compete for a seat in the national touring Formula D series. Formula D is a supporting event series for the Grand Prix of Long Beach and other motorsports events.

Hailed by *Newsweek Magazine* as the "Lollapalooza for millions of hipster-hobbyists", HIN has been leading the automotive scene to new heights year after year. The event's innovative format and highly sought after content attract record attendance numbers in key markets, setting a new standard for car shows.

In September, 2007, videogame giant THQ released *Juiced 2: Hot Import Nights* worldwide, on Xbox360, PlayStation2, PlayStation 3, PSP, Nintendo DS, and select mobile platforms, which became one of its highest selling videogames of the year.

For its 2009 season, select HIN shows are part of the Pro-Am drift series where amateurs can qualify to compete in the professional Formula D Series. HIN will also be a part of the larger Rivalry Nights tour which will be held adjacent to major collegiate football events.

Hot Import Nights / HIN Events is sponsored at the national level by US National Guard, NOS Energy Drink and Bridgestone Tires. Regional sponsors include Verizon Wireless, Scion and various auto-dealer networks.

More information about Hot Import Nights / HIN Events can be found at www.hinevents.com.

About Digital Age Motorsports, LLC (DAM LLC)

Digital Age Motorsports, LLC is an entertainment holding company, which finds and secures selected 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.