



Panasonic Open

Event Summary

Panasonic Open
June 21 - 24
Baltimore, MD
Camden Yards Sports Complex

NBC Broadcasts
Saturday and Sunday: 4:00p - 6:00p ET

USA Broadcasts
Friday and Saturday: 12:00a - 1:00a ET



Overview

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Event Summary



2007 Panasonic Open Attendance: 54,907

Thursday: 4,956

Friday: 16,172

Saturday: 22,015

Sunday: 11,764



Panasonic Open Champions

- BMX Dirt: Ryan Nyquist
- BMX Park: Daniel Dhers
- BMX Vert: Jamie Bestwick
- Skateboard Park: Ryan Sheckler
- Skateboard Vert: Shaun White
- FMX: Nate Adams



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CompHighlights

Highlights

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Event Summary

Skateboard Park

Two-time Dew Cup champ Ryan Sheckler came out swinging again for the Skate Park Finals at the Panasonic Open, the opening event on the 2007 AST Dew Tour. Sheckler won three of the five events on the 2006 tour, and seems determined to sweep the whole thing in 2007. The Finals began with a best of two runs format; Sheckler's second run was nearly flawless, punctuated at the end by a massive step-up gap transfer to manual as if to reassure everybody he is still king. After the individual run scores were in, the top six skaters moved on to two rounds of a free-for-all jam format. Sheckler had a nearly unbeatable seven-point lead before the jam rounds even started, and held on to the end. Greg Lutzka and Carlos De Andrade earned second and third place finishes. Other skaters to make it to the Finals jam session included Austen Seaholm, local Baltimore skater Mathieu Therres, and Prelims winner Rodolfo Ramos.



Skateboard Vert

Shaun White rolled into Baltimore in fine form for the Panasonic Open; relaxed, energetic, upbeat... and absolutely killing it on the vert ramp. White posted a massive score of 94.25 in his first of three runs, then had the enviable opportunity to stretch out and have some fun on the ramp through the rest of the contest with huge 720s, a big stalefish frontside rodeo 540, and a full bag of big spins and super-technical flips and lip tricks. Bob Burnquist narrowed the gap, edging closer to White with a score 91.00 and runs featuring frontside rodeo 540s and signature lip tricks like a switch one-foot smith grind. Andy Macdonald and local hero Bucky Lasek battled it out for third, with Macdonald winning the tie-breaker on second run points.

BMX Dirt

No stranger to the winning spot, Nyquist's victory was even sweeter given the fact that he pulled an opposite 360 whip. Of course, Nyquist originals like a one-handed x-up to barspin 360 and a barspin 720 were pretty sweet, too. White stomped his second run with an x-up flip, double tailwhip, and a flip whip, on top of the x flip, whip to x, and barspin to turndown flip he did in run one. White took second in Baltimore and will be all over the Dew Cup race this year. First-place qualifier Doyle must have had "spin to win" written on his bars; he managed to break out awesome 360 tricks on all of the sets, and capping it off with a big 720 to finish third.

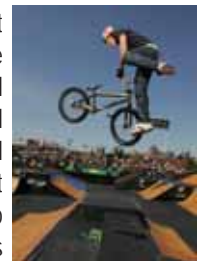


BMX Vert

The first big contest of the year is always full of surprises, which was definitely the case in Baltimore at the BMX Vert Finals. Jimmy Walker flowed all over the ramp with huge no-handers, regular and opposite flairs, and a no-handed 540, making his first Dew Tour podium in 3rd place. Chad Kagy charged the vert ramp from the moment he dropped in, unleashing his trademark barspin to tailwhip, barspin superman seatgrab and scissor-kick superman seatgrab, then went for the fabled triple tailwhip with no hesitation. Unfortunately, he couldn't bring it all the way around, but the rest of the run earned him 2nd place. Jamie Bestwick followed with an amazingly high and stylish first air and a smooth tailwhip flair ever, earning his first win of the year and his fifth consecutive Dew Tour Vert win.

BMX Park

The last event of the Panasonic Open in Baltimore ended up being the always hotly-contested BMX Park Final, and it was a great way to put a cap on the weekend. Mike Spinner and Dennis Enarson, who finished second and third respectively, laid down the craziest stuff, and they kept stepping up their game every time they dropped in. Enarson fired out the first triple tailwhip landed in Park competition early in his run, and followed with stuff like a double tailwhip 360 and a barspin 540. Spinner double whipped the step down, did a 720 over the small box, spun a 540 whip, and pulled a tailwhip 720, as well as a 900. The kid can indeed spin. He attempted a 1080 after time was up, but unfortunately came up a little short. Everybody's tricks keep getting crazier, but nobody fired out as many bangers as Daniel Dhers. Double whip 360s over the step down, regular, tabletop and alley-ooop flairs, a 360 tailwhip tailtap over the spine, double whips on the quarter, and a truckdriver to tailwhip over the box made Dhers untouchable.



FMX

FMX Finals in Baltimore was full of new tricks and near misses. Riders were bringing new tricks to the competition - some were making it and some were taking it. Since Nate Adams was sitting in 5th heading into Finals, he had to put together massive runs because he wouldn't have the luxury of going last. A huge 360 nac-nac and an underflip were new additions to Nate's run and he one-upped his first round score to put him even further ahead of the pack with only a few riders having a shot to de-throne him. Blake Williams and Mike Mason finished second and third, respectively.

Event Results

Panasonic Open Results

BMX Dirt

Rank	Name	Score	Points
1	Ryan Nyquist	89.42	100
2	Cameron White	88.42	75
3	Chris Doyle	88.25	63
4	Colin Mackay	87.34	55
5	Corey Bohan	86.17	49
6	Rob Darden	85.17	46
7	James Foster	84.00	43
8	Allan Cooke	83.75	40
9	Dave Dillewaard	80.33	38
10	Luke Parslow	82.75	36

Freestyle Motocross

Rank	Name	Score	Points
1	Nate Adams	95.67	100
2	Blake Williams	93.83	75
3	Mike Mason	92.17	63
4	Adam Jones	91.50	55
5	Jeremy Lusk	91.33	49
6	Ronnie Faisst	89.33	46
7	Wiley Fuller	88.83	43
8	Todd Potter	88.67	40
9	Myles Richmond	87.00	38
10	Matt Buyten	86.17	36

BMX Park

Rank	Name	Score	Points
1	Daniel Dhers	93.13	100
2	Michael Spinner	92.67	75
3	Dennis Enarson	90.67	63
4	Gary Young	88.67	55
5	Ryan Nyquist	88.50	49
6	Allan Cooke	87.17	46
7	Rob Darden	87.00	43
8	Mike Laird	86.67	40
9	Dave Mirra	86.50	38
10	Steven McCann	86.50	36

Skateboard Park

Rank	Name	Score	Points
1	Ryan Sheckler	90.25	100
2	Greg Lutzka	85.83	75
3	Carlos de Andrade	81.17	63
4	Rodolfo Ramos	80.25	55
5	Mathieu Therres	77.67	49
6	Austen Seaholm	58.75	46
7	Curtis Colamonico	77.25	43
8	Dayne Brummet	75.00	40
9	Mike Peterson	74.25	38
10	Fabrizio Santos	73.25	36

BMX Vert

Rank	Name	Score	Points
1	Jamie Bestwick	89.17	100
2	Chad Kagy	88.67	75
3	Jimmy Walker	87.67	63
4	Steven McCann	87.00	55
5	Dennis McCoy	86.67	49
6	Zackary Warden	86.67	46
7	Jay Eggleston	86.17	43
8	Francisco Zurita	86.00	40
9	Simon Tabron	85.67	38
10	John Parker	85.17	36

Skateboard Vert

Rank	Name	Score	Points
1	Shaun White	94.25	100
2	Bob Burnquist	91.00	75
3	Andy Macdonald	87.50	63
4	Bucky Lasek	87.50	55
5	Pierre-Luc Gagnon	82.00	49
6	Alex Perelson	81.75	46
7	Jake Brown	78.50	43
8	Jean Postec	77.00	40
9	Buster Halterman	74.00	38
10	Mathias Ringstrom	52.75	36

Tour Media

Panasonic Open Media Programming

The Panasonic Open generated exciting competition and programming throughout event weekend and the days following. In addition to our NBC Sports and USA Network programming, the AST Dew Tour's Panasonic Open aired across Universal HD, Motocross.com, iTunes, and NBC2Go on Verizon Wireless. Additional programming was captured for Fuel TV, MTV, Comcast, Time Warner, Cox Communications (among other cable operators), PlayStation Portable, Verizon Wireless' V Cast, and various International networks.

Promotion ran across NBC Sports, USA Network, and Universal HD the week leading up to the Panasonic Open. In total, over 190 promo spots aired nationally.

Our NBC Sports Broadcasts featured Skateboard Vert competition on Saturday and BMX Park on Sunday. The Saturday, June 23rd broadcast attracted 1,010,000 average viewers while the Sunday, June 24th broadcasts saw 1,165,000 average viewers.

The USA Network and Universal HD consisted of latenight competition from Skateboard Park on Friday and BMX Vert on Saturday night. The USA Network coverage brought in an additional 931,000 average viewers on Friday night and 844,000 average viewers on Saturday night. Further, Friday's USA show saw a strong audience amongst our target demo.

For the first time in Tour history, an un-aired competition was available elsewhere for fan consumption as new Tour partner motocross.com aired the Freestyle Motocross comp on Thursday, 28th. Motocross.com also showcases expanded Tour and behind the scenes content.

Additionally new in 2007 is the Dew Tour's relationship with iTunes through the NBC Sports library. The initial program launch just prior to the Panasonic Open and throughout the weekend saw huge results. The content we offered from 2006 generated over 110K downloads and was the most downloaded series across all NBCU's properties. Short form segments of the Panasonic Open competitions went up on iTunes this week and are downloadable.

Further, the AST Dew Tour's Panasonic Open wrap-up show kicked off Saturday, June 30th on Fuel TV and will air twenty-eight times, reaching more than 24 million households. The show also aired last Saturday on Fox Sports Net nationwide reaching approximately 80 million households.

MTV was on-site in Baltimore as well filming for the lifestyle show "Action Sports: The Freestyle Life" that will premier July 14th at 12:00p ET on MTV2.

Fans are able to capture programming from the Panasonic Open in a variety of other ways as well. The AST Dew Tour's Video on Demand offering is available across Comcast, Time Warner, Cox Communications, Verizon and a variety of other cable operators beginning July 5th. Be sure to check out the highlights from each discipline and the overall event.

The combined efforts of NBC Mobile and Verizon Wireless were also instrumental in covering the Event. The NBC shows were covered live on NBC2Go, in addition to highlights and behind the scenes footage that was available on V Cast during event weekend.

For the gaming enthusiasts, downloads and features from the Tour are available at PlayStation.com for PlayStation Portables.

Saliva hits Baltimore

The AST Dew Tour music series presented by Verizon Wireless kicked off on Friday, June 22nd at the Panasonic Open in Baltimore with headline act Saliva. Black Stone Cherry and local band Fourth Element opened for the evening - which kicked off a little bit later than scheduled do to competition delays.



Event Marketing

Panasonic Open Event Marketing - Media

NBC's WBAL was a strong partner of the Panasonic Open the four weeks leading up to the event. In addition to the extensive PR coverage, which included a Bucky Lasek interview at the Preakness, and a Live Lotto drawing from the AST Dew Tour concert stage on Friday June 22nd, WBAL ran 2 separate Bucky Lasek focused Promo spots (:15 & :30) for a total of 110 promos. Promos started running May 25th and lasted through the event. Promos prompted viewers to log on to WBALTV.com for event information. The :30 spot was focused around an Action Zone enter to win opportunity, where viewers were directed to WBALTV.com for their chance to win one of 3 Action Zone Premium Ticket Packages. In addition, WBAL ran 43 AST Dew Tour produced spots June 9 – 22.

WBAL was also a strong supporter of our Affiliate Website Program, where they built an exclusive AST Dew Tour section which linked from both the Sports Section and Home Page of WBALTV.com. All results, maps, schedules, videos, newscasts, photos and articles focused on the Panasonic Open were posted on the site. 28 AST Dew Tour focused videos are currently posted on WBALTV.com. WBAL will continue to post AST Dew Tour information, videos and photos throughout the rest of the season. Overall, WBALTV.com delivered over 13,600 impressions to the AST Dew Tour.



An extensive media plan, inclusive of TV, Radio, Print, and Outdoor elements helped drive high traffic to the Panasonic Open in Baltimore, MD. With the support from multiple media outlets in the community, the Tour was able to create a dynamic and integrated ticketing campaign to generate traffic for what was the second largest event in Tour history.

Television

Over 1,130 TV promo spots ran starting four weeks out, increasing in frequency as we got closer to the event across Baltimore's NBC affiliate, WBAL (see insert), CW, and throughout various Comcast Cable stations. Promotion from Comcast included the Mongoose Stunt Team participation in the CW Free Friday Flicks night, generating additional promo spots for the Tour.

Radio

2,372 Panasonic Open promotional spots, including live reads, aired across the following stations: 98Rock (Rock), WHFS (Alt Rock), WQSR (Adult Hits), WJFK (Sport Talk), WWMX (Adult Contemporary), WWDC (Alt Rock), and WERQ (Urban). Promotion began eight weeks out and included ticket giveaways and athlete interviews with top athletes Bucky Lasek, Chad Kagy, Ryan Nyquist, Jamie Bestwick and Daniel Dhers. Additionally, 98Rock heavily supported the Tour with live broadcasts from their booth on-site,

promotion with Bucky Lasek at the preakness, concert meet and greets, email blasts, and giveaways.

The Tour also received national live coverage with Fox Sports Radio broadcasted 11 hours from the Festival Village Fan Base on Friday and Saturday. Friday's Shows are on 170 affiliate stations and XM Satellite Radio, while Saturday hits 250 affiliate stations and XM. Interviews on FSR from the Panasonic Open included Daniel Dhers, Ryan Nyquist, Mike Mason, Anthony Furlong, Dave Mirra, Blake Williams, Bob Burnquist, and Mike Spinner.

Print

Baltimore readers were also informed of the Dew Tour starting three weeks in advance with six print ads across the Baltimore Sun, City Paper, and Press Box.

Outdoor

The Panasonic Open was also supported with event specific billboard starting May 24th in between BWI Airport and Downtown Baltimore. An additional three posters could also be spotted promoting the Panasonic Open.



Total Local Advertisements.....2,372 radio spots....1,131 television commercials... six print ads.... four outdoor ads

Event Marketing

Panasonic Open Event Marketing - Grassroots

The AST Dew Tour kicked off event marketing and promotional efforts in late February with the Baltimore host site announcement. From announcement until the Panasonic Open, the local marketing coordinator and grassroots teams were out blanketing the Baltimore area and surrounding markets including: Ocean City, Towson, Cantonville, Glen Burnie, Hampden, Columbia, Ellicott City, Arundel, Mills, Frederick, Annapolis, Bowie, Howard County, Greenbelt, Harford, Owings Mills, Bel Air, Aberdeen, Havre de Grace, Philadelphia, and Dover.

In addition the comprehensive media schedule in place, the grassroots efforts and local partnerships were huge assets in spreading awareness about the Tour and the Panasonic Open. Key events in and around Baltimore included: Towson Spring Festival (250,000 attendees), Chili Cook Off, King of Coast Skateboard Finals, Miller Lite Preakness Concert, Preakness (120,000 attendees), Laxfest (100,000 attendees), Battle of the Bands, Reid Menzer Memorial Skatepark Fundraiser, Mr. Greenegenes Concert at Powerplant, Fed Hill Jazz Festival, Free Friday Flicks, AMA Motocross Championships, Orioles Game on Fathers Day, Go Skateboarding Day Contest and Movie Premier, and Starscape. An additional 50 events were hit as well as eleven Universities.

Grassroots Partnerships

Baltimore Area Convention and Visitors Association

- Promotion on LED Screens at all Visitor Centers
- Website Inclusion – Home Page Inclusion and Microsite Specific Page
- Banners for Event Week
- Inclusion in Newsletters
- Inclusion in Event Calendar
- Inclusion in Baltimore Fun Guide
- Collateral Distribution in Thirteen Welcome Centers
- Merchant Awareness Signs throughout all downtown stores

Baltimore Downtown Partnership

- Lamp post Banners down Lombard Street – Covered from inner Harbor all the way to Camden Yards
- Newsletter Inclusion to Downtown Businesses
- Website Inclusion
- Info on Dew Tour included in the Thursday Live Section of the Baltimore Sun
- E-mail Blasts to all of the HR departments in downtown promoting a ticket sales competition
- Distributed Collateral during Employee Appreciation Week

Baltimore Parks and Rec

- Collateral Distribution at 58 Centers

Howard County Schools

- Collateral distribution, video in all home rooms, and inclusion in newsletters to twelve middle and high schools

Additional Partnerships:

- Charm City Skatepark
- Skatepark of Baltimore
- Who Hats
- Pickles
- Mortons
- Monsters of Hip Hop



Grassroots by the Numbers:

- 200,000 Postcards
- 3,000 Posters
- 5,000 Promotional Beads
- 15,000 Stickers
- 800 locations with collaterals
- 65 Events
- 21 Feeder Markets



Public Relations

Panasonic Open PR

The AST Dew Tour kicked off the 2007 season at the Panasonic Open with some of the best PR event coverage to date! The week started with our National Media Tour with Ryan Sheckler June 18th and 19th. Sheckler was on FUSE's "The Sauce" on Monday before his Tuesday circuit of MTV's TRL (which aired June 20th), Sirius Satellite Radio, and an NBC Affiliate Satellite Tour.

National print media blitz for the Panasonic Open began on Monday, June 18th with a *Sports Business Journal* feature on the upcoming season. National print continued throughout the week in the *Washington Post* but was at an event high on Thursday, June 21st with coverage in the *USA Today*, *NY Times*, and *LA Times*, among others. The *USA Today* ran a second Dew Tour feature on



Print Media Highlights

- 06.19.07 *Washington Post* "Just Dew It: With Great Reward Comes Greater Risk"
- 06.20.07 *Baltimore Sun* "City Site Ramps Up Takeoff of Dew Tour"
- 06.20.07 *Washington Post* "Pastrana Trying a New Challenge"
- 06.21.07 *USA Today* "BMX's Spinner, finding solace on bike, lives up to his name"
- 06.21.07 *New York Times* "Tricks Get Trickier, Raising Questions of Safety"
- 06.21.07 *Los Angeles Times* "He Flipped Out"
- 06.21.07 *Baltimore Examiner* "Dew Tour Brings National Exposure to Baltimore"
- 06.21.07 *Washington Post* "At OQ, Riders Branch out on Wide Open Space"
- 06.22.07 *USA Today* "NBC takes risk on these reporters"
- 06.22.07 *Washington Post* "A City Charmed, and Stoked"
- 06.22.07 *Baltimore Sun* "Boarding is Soaring"
- 06.23.07 *Baltimore Sun* "Enjoying the Ride"
- 06.23.07 *Washington Post* "Sheckler Goes from Third to First in Skate Park"
- 06.24.07 *Los Angeles Times* "Skateboard Goes for Gold"
- 06.24.07 *New York Times* "White wins Skateboard Vert"
- 06.24.07 *Baltimore Sun* "Rookie Spinner Leaps to Forefront in Hurry"
- 06.25.07 *Mediaweek* "NBC, USA to Televis 33 Hours of AST Dew Tour"
- 06.25.07 *Los Angeles Times* "Adams Among Dew Cup Champions to Win Opener"
- 06.25.07 *Washington Post* "Adams Picks up the Pieces to Win"
- 06.25.07 *New York Times* "Defending Champion wins Opener"
- 06.26.07 *Baltimore Sun* "Dew Tour's Return to Baltimore for 2008, 2009 Sought"

Friday, June 22nd highlighting the new NBC talent for the Tour. The *LA Times* also covered the Tour over the weekend.

Locally, the *Baltimore Sun*, *Baltimore Examiner*, and *Washington Post* were instrumental in covering the Tour leading up to the event and throughout the weekend. Over 45 articles ran throughout event week alone providing daily coverage in the three major area papers as well as additional local outlets.

We were also thrilled with the television coverage we received in and around Baltimore. Local affiliate *WBAL-TV* (NBC) could not have been a better partner. The station provided daily coverage of the event and week leading up to it, with a total of 24 hits, including live morning shows from Camden Yards Sports Complex.

Other local affiliates, *WMAR-TV* (ABC), *WBFF-TV* (FOX), *WJZ-TV* (CBS) and *WTTG-TV* (Fox - DC), were also strong supporters of the Tour and combined for an additional 20 local television segments, hits, and on-site interviews.

We also received strong radio coverage nationally with Fox Sports Radio and locally with multiple area stations for a total of 41 radio call-ins and in-studio interviews with some of our key athletes and talent personalities, including Bucky Lasek, Chad Kagy, Ryan Nyquist, Mike Spinner, Kenny Bartram, Jamie Bestwick, and Paul Zitzer.

Public Relations

Panasonic Open Media Events

Panasonic Open Media Day, June 18

Ryan Nyquist flew in early to participate in Panasonic Open Media Day on Monday, June 18th. Media opportunities filled the better half of Ryan's day and buzz about the Dew Tour was officially in Baltimore. Radio stations that had Ryan in-studio included WHFS, The Mix, and WJFX. Additionally, Fox Sports Radio had Ryan call into their national GameTime Live program.

Athlete Press Conference, July 12

The day before the start of the 2007 Panasonic Open, NBC Sports' AST Dew Tour on-air talent, Robbie Floyd, hosted a press conference where selected athletes and Wade Martin, offered their perspective on the Tour as we head into the third season. The panel of athletes included: Bucky Lasek, 2005 and 2006 Dew Cup Champion (SKB Vert), Jeremy "Twitch" Stenberg, FMX, and Jamie Bestwick, 2005 and 2006 Dew Cup Champion as well as 2007 NBC talent and BMX Vert athlete. The athlete Q&A session was followed by a luncheon and tour of the venue.

PR

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Event Summary

Media in attendance included:

WBAL - TV (NBC)

WMAR-TV (ABC)

WJZ - TV (CBS)

WBFF-TV (Fox)

NBC Sports

Baltimore Sun

Washington Post

Baltimore Examiner

The City Paper

98Rock

WNST- Radio

