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## Industry News

### Skateboards Grab the Spotlight in ASR's New Skate Hardgoods

August 13, 2007

San Juan Capistrano, CA (August 13, 2007) - Skateboards and those who create and innovate products to further skateboarding shine at ASR, September 7-9, 2007. ASR has teamed up with IASC to present the most complete collection of skate hardgoods available to retailers today. In addition to a new show section dedicated to skate decks, trucks, and wheels, the special events area of ASR will include CreateAskate, the best mini-ramp in ASR history, the original éS Game of SKATE and the DVS Beer Garden.

"Like most board sports, hardgoods are the essence of the skate marketplace and industry," says Andy Tompkins, ASR Show Director. "ASR's new Skate Hardgoods area will help to recognize those who make the products that drive the industry and provide enthusiasts with a core skate experience."

Board-Trac's Size of Market Report indicated that last year \$5.2 billion was spent on skateboarding gear, apparel, and accessories. IASC cites over 12-million skateboarders in the US, and 25-million worldwide. ASR September will showcase over 50 of the world's strongest builders of decks, trucks and wheels that help fuel skate participation.

"Skateboards create the excitement in the skate market. And in turn the bright, branded decks help to drive the shoe and apparel sales in skate," says John Bernards, Executive Director of IASC, of the importance of skate hardgoods to the overall skateboarding industry.

Some of the brands exhibiting in the skate hardgoods area at ASR include, Edition, Spitfire, Thunder Trucks, Flip, FTC, Hosoi Skates, Pocket Pistols, Toy Machine, Baker, Enjoi, Foundation Skateboards, World Industries and Birdhouse. "With the many challenges faced by the modern hardgoods marketplace, ASR remains the best opportunity to showcase our product mix to the masses. Face time is everything - and the touch and feel aspect brings a lot to the table as well," explains Derek Richardson, Director of Sales & Marketing at Blitz Distribution.

A wide variety of skate events are taking place at ASR September including the Original éS Game of SKATE presented by Boost Mobile, CreateAskate and the SkateDesigns Vintage Skateboard Auction. On Saturday, September 8th, 32 amateurs go head-to-head with 32 invited pros. P.J. Ladd, Eric Koston, Chris Cole, Andrew Reynolds, Paul Rodriguez will be among the skaters pulling out their best tricks for \$20,000, the largest Game of SKATE prize purse ever.

Master board maker, Paul Schmitt brings CreateAskate, a non-profit that offers students the chance to make their own skateboard decks to ASR's Skate Hardgoods Zone. The goal of CreateAskate at ASR is to educate retailers on how to attract new customers to skateboarding increase awareness for shop owners to implement programs that create a positive outlook on skateboarding.

On Saturday afternoon stop by the SkateDesigns Vintage Skateboard Auction in Meeting Room 1B. A full range of skateboards from throughout the decades and other skateboard collectors' items will be on display and auctioned off at 7:00 that evening to benefit the Go Skateboarding Foundation, and Grind for Life.

Finally, throughout the event attendees can drop by the skate area for the mini-ramp and a mix of flat ground and obstacles for street skating. The mini-ramp built by Jim Bell will be 48-feet wide with multiple heights of extensions and will feature a Baton Rouge-type obstacle in the center of the ramp.

#### ABOUT ASR

ASR, produced by Nielsen Business Media, is a full service trade show whose goal is to create, market and produce high quality trade shows and educational conferences. ASR is the leading action sports industry trade event, bringing together top manufacturers, retailers, industry advocates and media to conduct the business of surf, skate, snow, swim, style, moto and youth culture. Now in its 26th successful year, ASR gathers over 500 action sports brands and approximately 7,000 retail buyers and decision makers three times a year, with Spring and Summer season shows in San Diego and ASR Holiday at Orange County Fair & Exposition Center. For additional information regarding ASR, please contact Lora Bodmer at Deep Communications by phone, 949.200.7134, email, lbodmer@wyoming.com, or check out www.asrbiz.com

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