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**The Game and Pennywise to perform live at
LG Action Sports World Championships at KeyArena – Oct. 31 & Nov. 1st**

Tickets to the Season-ending Action Sports Event include Live Concerts

LOS ANGELES (October 13, 2008) – When the *LG Action Sports World Tour* produced by ASA Entertainment stops in Seattle’s KeyArena later this month on October 31-November 2nd, not only will fans be rewarded with an intense competition between 175 of today’s best action sports pros, they will also be entertained each night with a free concert from musical groups popular to this genre. Today, ASA announces three groups who will perform during the weekend. The Game, MxPx and Pennywise will perform on the Maxell Music Stage - The Game on Friday night, October 31st, MxPx on Saturday afternoon, November 1st and Pennywise on Saturday evening.

Jayceon Terrell Taylor, better known by his stage name The Game, is an American rapper signed to Geffen Records. He rose to fame in 2005 with the success of his debut album, *The Documentary*, and his two Grammy nominations. Since then, he has been considered the driving force in bringing back the West Coast hip hop scene and competing with many of his East Coast counterparts. The Game is the only West Coast solo artist to release a multi-platinum album “*The Documentary*” since Dr. Dre’s 1999 album, “*2001*”. Aside from releasing two albums that debuted at number one on the United World Charts and the Billboard 200, The Game has gained notoriety for the hip hop feuds he has taken part in. Presently he’s enjoying the success of his single “*My Life*” featuring Lil Wayne.

MxPx, originally known as Magnified Plaid, is a punk band that was started in 1992 by three 15 year-old teenagers in Bremerton, Washington. The three original members were classmates in high school. In their 16-year existence they’ve recorded 8 studio albums and released 20 singles. Their first album, “*Pokinatcha*” came out while they were still in high school. In 2006 the City of Bremerton gave the group keys to the city for their contributions to the community and their song “*Move to Bremerton*”, which was used in the city’s marketing efforts. After enjoying tours in the U.K. and Australia earlier this year as part of the “*Good to Go Tour*”, and a few recent shows in Canada and the U.S., the band is planning to start writing and recording a ninth album in January 2009.

Pennywise, the American punk band that began in 1988, derived its name from the monster in the bestselling book by Stephen King, “*It*.” The band is made up of members Jim Lindberg, Fletcher Dragge, Byron McMackin and Randy Bradbury (since 1996). Pennywise has produced nine studio albums in their career, one every two years. The most recent album, “*Reason to Believe*” was released in March 2008 on MySpace Records. The punk rock, melodic hardcore sound of their second album “*Unknown Road*” became an underground hit which made the band a force on the punk rock scene.

The 2008 *LG Action Sports World Championships* will feature additional bands, whose performances are also free with event admission. Added bands will be announced shortly by KNDD, the event’s radio partner, or stay tuned to the event’s official website, www.lgactionsports.com for more information.

Tickets which include all the competitive action, concerts and sponsor village entertainment are on sale now at the KeyArena Box Office, all Ticketmaster outlets, and Ticketmaster.com, or by calling 206 628 0123 to charge them by phone. Limited VIP Ramp seats and weekend packages are available at special pricing. For more information please visit www.ticketmaster.com.

Featuring competitions in BMX, skateboard and Inline Skating Vert and Park disciplines, the *LG Action Sports World Championships* will air on CBS Sports on Sunday, December 7th at 5:00 p.m., Saturday, December 13th at 1:00 p.m. and on Saturday, December 20th at 1:00 p.m. All times are Eastern. Times are subject to change so please check local listings for additional details in your area. The event will also be broadcast internationally to over 180 countries worldwide via 25 networks. The *LG Action Sports World Championships* is the most widely viewed action sports event in the world.

This event is produced by ASA Entertainment, the global leader in Action Sports event and television production.

For more information on The Game, MxPx and Pennywise concerts, or information about and credentials to ASA's 2008 *LG Action Sports World Championships*, please contact Denise M. Abbott at 310 410 3020 or via email at abbott@asaent.com, or visit lgactionsports.com.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 06657.KS) is the global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 72,000 people working in over 120 operations including 80 subsidiaries around the world. Comprised of four business units: Mobile Communications, Digital Appliance, Digital Display and Digital Media with global sales at USD 34.7 billion (consolidated USD 43.4 billion) as of 2005, LG Electronics is the world's leading provider of CDMA handsets, residential air conditioners, plasma panels, optical storage products, DVD players and home theatre system. For more information, please visit www.lge.com.

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About ASA Entertainment:

A leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the largest action sports event and television production company in the world. The company produces more than 200 events and 100 television programs annually around the globe that feature skateboarding, freestyle BMX, inline skating, freeskiing, freestyle motocross, snowboarding and music. Its events are broadcast on CBS Sports, Spike, VERSUS, Fuel TV and Fox Sports Net domestically and distributed to more than 1 billion HH globally throughout Asia, Europe, USA, Africa, Canada, South & Central America and Australia. ASA's properties range from large-scale international competitions such as the LG ActionSports World Championships to grassroots amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions and mobile tours. As one of the oldest and most established organizations in action sports, ASA Entertainment leads the market in developing premium content around the fastest growing sector of American sports. For more information visit www.actionstour.com or www.asaentertainment.com.