



FOR IMMEDIATE RELEASE

“S3 SUPERGIRL JAM” RIDES TO NEW HEIGHTS

THREE-DAY EVENT TO BE HELD IN CONJUNCTION WITH THE U.S. OPEN OF SURFING

--Top Female Athletes to Compete in 2nd Annual Surf, Skate and Snow Competition--

LOS ANGELES (May 28, 2008) - Southern California is set to host the premiere all-female action sports competition when the 2nd Annual *S3 Supergirl Jam* hits Huntington Beach on July 25 - 27 in conjunction with the 2008 Honda U.S. Open of Surfing. More than 100 of the world's top female professionals in surfing, skateboarding, and snowboarding will compete in the *S3 Supergirl Jam*, an event that combines all three sports into one venue over three days.

The 2nd Annual *S3 Supergirl Jam* is the only large-scale, all-girls action sports competition and lifestyle/music festival. *S3 Supergirl Jam* is designed to promote and celebrate female strength, independence and empowerment by creating a platform for today's athletes to compete in multiple action sports disciplines. The event features top female athletes in surf, skate and snow, as well as female bands and a variety of other activities. This year's *S3 Supergirl Jam* will see elevated levels of competition, increased prize purse, and broadened appeal for spectators.

New to the *S3 Supergirl Jam* lineup this year is the *Supergirl Junior Pro* surfing competition. Officially sanctioned by the Association of Surfing Professionals (ASP), the *Supergirl Junior Pro* will be held on Saturday, July 26, and will crown the event's best 19 year-old or younger female surfer in North America. The Women's Junior Pro has launched many young women to the heights of the surfing world, and the *Supergirl Junior Pro* will continue that tradition.

*“DC Comics’ **Supergirl S-shield** is the universally recognized symbol of strength and leadership and creates a powerful symbol for today’s action sports girl, the ‘actionista,’” said Karen McTier, Executive Vice President of Domestic Licensing and Worldwide Marketing, Warner Bros. Consumer Products. “The young women involved in action sports are the embodiment of what *Supergirl* stands for - power, creativity, intelligence, independence. We are thrilled to offer these inspiring athletes a much larger and more exciting competitive experience this year.”*

With nearly \$60,000 in total prize money on the line, the competition is expected to be intense, the excitement electrifying, and the event an unparalleled experience for action sports fans and young female athletes worldwide.

2008 marks the second year of the S3 Supergirl Jam and again it is hosted by a committee of four renowned ‘actionistas’ including Olympic medalist and top professionally ranked snowboarder, Gretchen Bleiler (Toledo, Ohio); inline skating’s Fabiola da Silva (São Paulo, Brazil); skateboarding’s Lyn-Z Adams (Cardiff-by-the-Sea, Calif.); and surfing’s Kassia Meador (Oceanside, Calif.).

*When asked about her involvement, Bleiler stated, “The *Supergirl* event is helping raise the profile of women’s action sports and provides young girls the opportunity to see some of the top athletes in the industry.”*

The event is located on the beach, just south of the Huntington Beach Pier, in Huntington Beach, Calif. (Yes, there will be 15 tons of snow on the beach in July.). Adding to the excitement of the three separate surf, skate and snow contests, the event will also feature vert and bowl skateboarding competitions along with inline skating rail jam best trick contests. More than 100,000 spectators are expected to attend the three-day event, which is free to the public each day.

“ASA Entertainment creates action sports events all around the world, and we are pleased to present the S3 Supergirl Jam for the second year in row and make it a bigger, better, and more entertaining competition,” said ASA Entertainment CEO Rick Bratman, producer of the S3 Supergirl Jam. “We are thrilled to be hosting the 2008 event in conjunction with the U.S. Open of Surfing, as it creates an opportunity for more people to see these amazing female athletes competing at the highest skill levels, and witness the significant progression of women in action sports.”

"I think it's fantastic that the *Supergirl Junior Pro* will be part of this year's U.S. Open," adds Brodie Carr, CEO, ASP. "Over the past few years, we've seen the staggering results of athletes who excel within the ASP Pro Junior Series, and with one of the biggest events in the U.S. hosting this summer's event, it should be a great development for female surfing within ASP North America."

The three-day event schedule includes:

- Friday, July 25 will feature a skateboarding bowl jam contest, as well as free skateboarding clinics for girls of all ages.
- Saturday, July 26 line-up showcases the Supergirl Junior Pro surfing contest; skateboarding bowl and vert ramp best trick contests; inline skating rail jam best trick contest; and the skateboarding street prelims.
- Sunday, July 27 highlights will include the snowboard rail jam contest; skateboarding street competition finals; and vert ramp skateboarding demos.

Keeping with the spirit of *Supergirl* empowerment, the *S3 Supergirl Jam* will also offer an interactive village of female-inspired activities, autograph sessions, exhibitions, clinics and a musical line-up of female bands. Live concerts will cap each day's activities.

The *S3 Supergirl Jam* is produced by ASA Entertainment, the leader in action sports event and television production, whose properties include the *LG Action Sports World Championships*. Its events are broadcast nationally on a host of networks - CBS, Spike, VERSUS and Fuel TV. ASA's 2008 S3 Supergirl Jam including the Supergirl Junior Pro will air as part of a 60-minute program on both network and cable television, with live streaming taking place on Go211.com. Please stay tuned to asaentertainment.com or check your local listings for more details.

For more information on the *S3 Supergirl Jam*, visit www.asaentertainment.com.

###

About ASA Entertainment:

The leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the first and 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, Spike, VERSUS, Fuel 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 Action Sports 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.actionsportstour.com or www.asaentertainment.com.

About the ASP:

The Association of Surfing Professionals (ASP) is the governing body of professional surfing. Crowning surfing's undisputed world champions since 1976, the ASP sanctions the following tours: the Foster's ASP World Tour, the ASP Women's World Tour, the World Qualifying Series (WQS) and the World Longboarding, Junior and Masters Championships. The ASP is dedicated to showcasing the world's best surfing talent in a variety of progressive formats and has revolutionized the way the world watches surfing via their webcasts. The organization is divided into seven different regions: Africa, Asia, Australasia, Europe, Hawaii, North America, and South America.

About Warner Bros. Consumer Products:

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics:

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as **Superman, Batman, Wonder Woman** and the **Sandman**. These **DC Super Heroes** and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at www.dccomics.com.

###

SUPERGIRL and all related characters and elements are trademarks of and © DC Comics.
(s08)

Media Contacts:

Denise M. Abbott
ASA Entertainment
310.410.3020 ext.309
abbott@asaent.com

Kerstine Johnson
Warner Bros. Consumer
Products
818.954.3821
Kerstine.Johnson@wbconsultant.com

Jen Mangiacapre
SnL Communications
310.996.0239
JMangiacapre@snlc.net