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WELCOME TO MY JOB IN ACTION SPORTS

How this Dallas "Loser" Turned his Skateboarding Obsession into a 20-Year Career

By Extreme Sports Athlete and TV Personality Jimmy Coleman

DALLAS (Sept. 28, 2006) – When I started skateboarding almost 20 years ago, I never dreamed that the sport would grow to be so huge. When I was in high school, skating was frowned on by many "respectable" people. Football players picked on me for being different. Career counselors said that I would never get anywhere "riding that toy". I even had one teacher who called me a "loser" and said I would amount to nothing, simply because I didn't want to play team sports.

But I didn't listen to the naysayers. I skated because I loved it, and I progressed at my own pace and did it on my own terms. As my skills evolved, I spent countless summers traveling the country entering amateur contests and doing demos. Then, as I got older, I realized that skateboarding would take me down a path I had never even considered. In the last 12 years, I have traveled around the world and, since September of 2001, I have been a part of the ASA Demo Team, announcing world-class competitions, theme park demos and high school tours. I also announce these sports on TV for the X Games and the LG Action Sports World Tour. I spend almost 200 days a year on the road, amassing incredible experiences and making lifelong friends. I have been to places and met people from all corners of the world and all walks of life, people and places I probably never would have been able to see if it weren't for my history in skateboarding.

I learned things in my life from traveling and skateboarding that I never could have learned in any classroom or by participating in a team sport. Skateboarding was something I did on my time, for me, and it helped me figure out and define who I was as a teenager and made me the person I am today. Fortunately, I had parents who were supportive of the path I chose. At times, they had their doubts, but they never tried to make me quit. Now, they are my biggest supporters and I have transformed my dad into a huge BMX fan. He watches it on TV and comes to my shows every time we travel through the Midwest.

In the last decade, action sports have undergone a revolution. Skaters used to have a juvenile delinquent image. People saw them as punk rock kids who ditched school to harass innocent people on the streets. Now, I see soccer moms in mini vans dropping their kids off at the skate park. I see my friends' pictures on cereal boxes, bubble gum cards, soft drink bottles, on cell phone commercials, and in video games. Professional skateboarders enjoy a legitimate career with plenty of upward mobility. It's not uncommon for an action sports athlete to make six figures a year on competitions, sponsorships, demos and appearance fees.

The ironic thing about my job is that I sometimes end up right back in high school. Only this time, I am the one molding young minds. I stand up on an impressive portable vert ramp that can be set up in a few hours. On our booming sound system I talk to the kids about the athletes and educate them on the dangers of smoking. Off the microphone I speak with plenty of kids who were just like me. I like to think that I give them a glimmer of hope and let them know that they can accomplish anything no matter what anyone tells them.

Now that I am a parent myself, I see the same excitement in my son when he rides his bike that I get about skateboarding, and I hope that he gets the opportunity to explore the world the way I have. If he chooses another path, I will support him 210%. Looking back, I wouldn't change a thing. I do however wish that I could put all of my experiences into one big book or video and mail it to that one teacher who said I was a "loser" and would "never amount to anything riding that toy".

IF YOU GO...

Dallas/Fort Worth fans can see Jimmy Coleman in action during LG Action Sports World Championships at Dallas' Reunion Arena, October 27-29. In addition to Coleman, athletes from 23 countries will compete at the event, including a host of X Games and World Champions. Some of the industry's superstars expected to participate include Dave Mirra (USA), Bucky Lasek (USA), Bob Burnquist (BRA), Ryan Nyquist (USA), Jamie Bestwick (UK), Sandro Dias (BRA), Pierre Luc Gagnon (CAN), Andy MacDonald (USA), Rune Glifberg (DEN), Simon Tabron (UK), Ryan Guettler (AUS), Kevin Robinson (USA), Chad Kagy (USA), Taig Khris (FRA), Fabiola da Silva (BRA), Takeshi Yasutoko (JAP), Shane Yost (TAS) and Tobias Wicke (GER).

Advance tickets cost just \$15 per session (all general admission) with discounts for multiple session tickets. Tickets are available starting Friday, Sept. 22 via all Ticketmaster (214-373-8000) outlets and at the American Airlines Center box office (214-665-4797). Tickets will also be available at Reunion Arena box office on the days of the event.

Session times are:

Session 1 - Friday, Oct. 27	7:00 pm (doors open at 6:00 pm)
Session 2 - Saturday, Oct. 28	2:00 pm (doors open at 1:00 pm)
Session 3 - Saturday, Oct. 28	7:30 pm (doors open at 6:30 pm)
Session 4 - Sunday, Oct. 29	1:00 pm (doors open at 12:00 pm)
Session 5 - Sunday, Oct. 29	6:00 pm (doors open at 5:00 pm)

In addition to the high-flying action, ticket holders will be treated to concerts during each session. Five top-name bands are scheduled to perform live, including "A-list" recording artist, DEFTONES, who will headline the main stage on Friday night.

Other weekend entertainment includes freestyle motocross exhibitions, video games, a technology center, Internet stations, pro autograph signings and an urban culture zone called *The Yard* that contains graffiti art, DJ's and break-dancing competitions. The LG Action Sports World Championships will also play host to amateur competition in skateboarding with the top finishers qualifying for the 2007 pro circuit.

A coordinated effort between ASA Events and LG Mobile Phones, the event's title sponsor, the LG Action Sports World Championships is only a small part of LG's global commitment to the action sports industry. LG Mobile Phones currently supports global action sports events in nine countries as well as a team of 10 elite action sports pros.

About ASA Events

A leader in the action sports industry since 1994, ASA Events, headquartered in Marina del Rey, CA, is the largest action sports event and television production company in the world. In 2006, ASA Events will execute more than 200 events in several countries that feature skateboarding, freestyle BMX, inline skating, freestyle motocross, freeskiing and live music. ASA Events-owned properties range from large-scale contests like the LG Action Sports Championships and the Action Sports World Tour, to a variety of smaller competitions, grassroots demonstrations, exhibitions and mobile tours. ASA Events also produces more than 100 network television programs each year for 22 networks around the world. As one of the longest-running and most pervasive organizations in action sports, ASA Events is involved with all aspects of the industry and can offer insight into the trends, athletes and developments surrounding this booming global phenomenon. For more information visit ASAevents.com.

About LG Electronics

LG Electronics (KSE: 06657.KS) is a global leader in providing cutting-edge, convergent electronics, information and communications products designed to meet the diverse needs of fast-changing consumers. With consolidated sales of US\$37.7 billion and overseas sales of US\$ 32.6 billion (86% of total sales), LG Electronics employs more than 70,000 employees in 76 subsidiaries located in 39 countries and operates four business units including Mobile Communications, Digital Appliance, Digital Display and Digital Media. For more information please visit www.lge.co.uk

LG Electronics Mobile Communications Company is the world's leading manufacturer of WCDMA (UMTS), CDMA and GSM handsets, and the fastest growing manufacturer of mobile phones worldwide. The company provides a total range of wired and wireless solutions, and is rapidly establishing a global presence as it cultivates international market share in 3G handsets.

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