



MEDIA INFORMATION

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“HOT IMPORT NIGHTS” ADDS DRAG RACING INTO THE PROGRAM

“LIVE” SATURDAY MAY 9th, 2009 AT NEW ENGLAND DRAGWAY”

Orange, CA, May 4, 2009: Digital Age Motorsports, LLC (DAMS) presents HOT IMPORT NIGHTS 2009 Tour (HIN,) *Where Dreams are Reality*.

Hot Import Nights Returns to New England with a new outdoor show and features. HIN's 2008 New England leg was held in Boston, but heads across to Epping, New Hampshire and the New England Dragway. A headline feature of this year's event is the newly-added amateur Rivalry Racing drag-racing competition.

Actions ports fans can check out the Freestyle Motocross stunts, BMX freestyle and the National Guard Ultimate Unlimited Car Championship show-car competition featuring awards and prizes for the best cars, displays and team presentations.

The evening of entertainment includes rappers LMFAO, Rivalry Nights VIP Lounge, Breaking Point B-Boy Battles all tied together by the award-winning DJ Rocky Rock.

“Our team has been busy this year adding new show elements that give our audience a way to participate in the show. With Rivalry Racing drag racing and Pro-Am Drifting with Formula D in one location, we build on our existing show to make a one-of-a-kind experience,” said Paul Stevens, Founder/CEO of Digital Age Motorsports.

The 2009 Tour includes the following cities, Englishtown New Jersey, Chicago, Charlotte, Phoenix and many others. The full tour schedule and details of the 2009 HIN schedule is available at www.hotimportnights.com.

About Digital Age Motorsports, LLC (DAM LLC)

Digital Age Motorsports, LLC is an entertainment holding company which finds and secures selective entertainment assets and libraries. The company also produces all of its own content programming and media. The company programs are generally placed for all media distribution.

About Hot Import Nights (HIN Events)

HIN Events is a leading producer of touring automotive lifestyle events. Based in Southern California, the company produces Hot Import Nights and Rivalry Nights

the nation's largest and most unique indoor/outdoor car, music, and pop-culture festivals. The 2009 Tour will travel to 19 major domestic markets. The events are attended by about half a million automotive and entertainment enthusiasts each year. For more information, visit www.hotimportnights.com.