



For Immediate Release
Tuesday, July 21, 2009



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Tuner cars, music and girls...what's not to like?

Orange, CA, July 21, 2009 Tuesday: Digital Age Motorsports, LLC (DAMS) presents HOT IMPORT NIGHTS 2009 Tour (HIN Events). For the tenth stop on its 18-city tour, Hot Import Nights heads to Pleasanton, California on Saturday, July 25th from 4pm to 11pm at the Alameda County Fairgrounds. Tickets are available online at www.HINevents.com.

HIN outdoor automotive-lifestyle events, feature the adrenaline-rush of professional drifting demos and racing, freestyle motocross, tuner car competitions, models, and musical and dance performances.

This year HIN turns up the heat in the national car-competition scene with the US National Guard presenting the Ultimate Unlimited Car Championship with over 2,000 prizes totaling over \$140,000. Other motorsports attractions include Drifting Demonstrations in the NOS Human Horsepower Zone and freestyle motocross.

On the HIN City Mainstage, the lineup includes sets from DMC Champion DJ Rocky Rock and Friends, and live performance by Qwes, Mistah FAB, Dem Hoodstarz, Big Rich, and The Jacka.

“Over the years, HIN has evolved beyond the import-car scene to a show that incorporates domestics, motorsports, stunt bikes and urban-lifestyle attractions, said Paul Stevens, Founder/CEO of Digital Age Motorsports. With so much going on, our shows provide something for every type of fan. “Newsweek Magazine said it best. Hot Import Nights is ‘Lollapalooza’ for the millions of hipster-hobbyists.”

The 2009 Tour includes the following cities, Anaheim, Austin, Tampa, Boston, Chicago, Charlotte and many more cities. Visit www.hotimportnights.com for more information.

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 18 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.