



MEDIA INFORMATION

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DIGITAL AGE MOTORSPORTS, LLC ACQUIRES THE TEN YEAR OLD BRAND “HOT IMPORT NIGHTS”

HIN continues its legacy “Where Dreams are Reality”

Orange, CA, February 17, 2009: Digital Age Motorsports, LLC (DAMS) completed the acquisition of the assets and brand of “HOT IMPORT NIGHTS”, “NIGHT SHIFT” and other related entities on January 27, 2009.

Built around the car-customization scene, and wrapped in an ear-thumping, designer-driven nightclub atmosphere, *Hot Import Nights* brings together the latest trends in cars, music and style in one high-energy, never-ending car party.

The Hot Import Nights Tour features outdoor Events, featuring the adrenaline-rush of drifting demos, stunt-bike competitions, Freestyle MotoX and musical and stage performances.

The “HIN lifestyle” has a tremendous Auto-lifestyle fan base and new fans come out and join in every new touring year. “We are very excited about taking the Hot Import Nights brand and the events to take HIN to the next level including digital distribution entertainment elements of the shows” said Paul Stevens, Founder/CEO of Digital Age Motorsports. “We look forward to producing the best events and programming the fans have ever seen!”

The 2009 Tour will soon be formally announced and run by industry expert Mr. Cary Floyd Founder/President of Digital Age Motorsports, LLC. We anticipate an exciting 2009 tour with many new programming elements says Mr. Floyd. The HIN tour will be unique in each US city Mr. Floyd added.

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. The company partners with world-class entertainment distributors, studios, and brands to maximize its own revenues and holdings.

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.