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RB5X TOW-AT WILL BE FEATURED AT GLOBE'S SEBASTIAN INLET PRO INNOVATIVE FORMAT AND WATERCRAFT WILL SEND SURFERS FLYING

December 29, 2004 (Melbourne Beach, Florida) - At this year's Globe Sebastian Inlet Pro an innovative twist will be thrown in to the world of competitive surfing. On January 4th the RB5X Tow-At surf event will premiere during this ASP (Association of Surfing Professionals) three-star event.

The RB5X Tow-At is an invitation only, one day contest comprised of five surfers. With the aid of a personal watercraft the surfers will be sling-shot into waves at speeds up to twenty miles-per hour leading to dramatic aerial and carving maneuvers. Judging the event will be the surfers themselves as they utilize the RB5X format, a surfing pick-up game designed to integrate creativity and innovation in to the sport.

The invited surfers for this special event are Ben Bourgeois, Ian Parnell, Jeremy Johnston, Ola Eleogram and Aaron Cormican. All surf with creativity and style that will push the performance level of the 90 minute RB5X session tremendously.

The placement of the surfer on the wave by the ski driver is critical in tow-at surfing. For this purpose, tow-at specialist drivers will be Sebastian Inlet locals, Matt Kechele and Tyler Callaway. Their expertise will ensure the towed surfers are perfectly poised.

The RB5X Tow-At is scheduled to take place on January 4th. Conditions will dictate when the 90 minute RB5X session will be held. If needed, the event will be pushed back to January 5th. The RB5X Tow-At winner will be announced to the public at the Globe party at Surf Expo on January 7th.

RED BULL 5X - THE NEW PICK UP GAME FOR SURFING

The RB5X asks the question, "What is good surfing?" The answer is – it's up to you. Here's how it works: Round up five surfers and head to your favorite break. Throw in \$5 each, paddle out, and surf for 90 minutes straight. Then, judge each other on these five criteria: torque, boost, push, mojo and combo. The winner gets the cash. But more importantly, the winner gets the respect.

Red Bull 5X Judging Criteria:

Torque: Best turn. Complete the most impressive maneuver performed on a wave.

Boost: Biggest air. Complete the most impressive maneuver performed in the air.

Push: Most creative. Demonstrate the most innovative or imaginative maneuver performed on a wave or in the air. Attempts count.

Mojo: Most connected. Demonstrate masterful wave judgment and utilization for example, the deepest tube).

Combo: Smooth linkage. Complete the most impressive combination of two or more of the above on a single wave with a clean transition.

The RB5X format can be done by anyone, anywhere. It opens the doors for a full range of surfing styles and wave conditions - from one foot waves at San Onofre on longboards with friends, to the most progressive surfers applying the RB5X in a display of the high-performance antics.

For more information or press credentials, please contact Josh Kendrick at 310.460.5254 or joshua.kendrick@us.redbull.com. Also visit <http://www.sebastianinletpro.com> and <http://www.rb5x.com> for more details.