

MEDIA INFORMATION



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WORLD'S BEST WOMEN LONGBOARDERS LIGHT UP FIRST POINT
RED BULL 5X TAKES ITS REVOLUTIONARY FORMAT TO MALIBU FOR A NIGHT SURF SESSION

Santa Monica, Calif. – (September 15, 2004) – On October 16, 2004, five of the world's best women longboarders will light up First Point at Malibu's Surfrider Beach in the latest Red Bull 5X surf event. Instead of a normal daytime surf session, this event is taking place at night. "But how will the girls see?" No problem, the break will be lit up with 180,000 watts of power making it look like a bright summer day on a July weekend.

Malibu is reputable for its long, right peeling waves, its influence on surf culture and, of course, its notorious crowds. By lighting the break at night, the Red Bull 5X will retain Malibu's good qualities, but drop the bad one: the congested lineup. The five women longboarders (consisting of Kassia Meador, Kim Hamrock, Daize Shayne, Mary Osborne and Schuyler McFerran) will have First Point all to themselves as they utilize the Red Bull 5X format to express the beauty and grace which is inherent to women's surfing.

A post-surf party is slated at the Malibu Inn. Think full-moon-surf-session experience with a flashy twist.

When: October 16

Location: First Point, Surfrider Beach, Malibu

Time: 7 - 9 p.m.

Afterparty: Malibu Inn (across the street) 22969 Pacific Coast Hwy Malibu, CA 90265-4934

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

The Red Bull 5X 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: Think "boost" your toes to the nose.

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.

The girls will be empowered to adapt the Red Bull 5X criteria the way they see fit. The key is the five girls judge each other and deem the winner themselves with a format that rewards creativity and innovation.

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