



MEDIA INFORMATION

Contact: Josh Kendrick
310.460.5254

RED BULL 5X - THE NEW PICK UP GAME FOR SURFING, MAKES ITS TELEVISION DEBUT *FIND OUT WHO WON THE INAUGURAL SAN DIEGO EVENT THIS MAY 26, 2003 ON FOX SPORTS NET AT 4 PM*

Los Angeles – May 14, 2003 – This past February five of California’s most influential surfers, who included **Brad Gerlach, Brian Conley, Mike Todd, Gavin Beschen** and **Shane Beschen**, met up in San Diego to participate in a new competitive format designed to be a catalyst for progressive surfing – the **Red Bull 5X**. There were no judges on the beach. No horn blasts. Not even contest scaffolding. The only “official” was the shaggy haired host, **Donovan Frankenreiter**, who signaled the beginning and end of the 90-minute session by waving his red sash. The competitors decimated the late afternoon, two-three foot beach break as video recorded each wave. And who would deem the winner? The five surfers themselves. Watch the action unfold and find out who won on **May 26, 2003 on FOX Sports Net at 4 p. m.** A premier party is being held at the **Malibu Inn** Monday afternoon, all are welcome.

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

The Red Bull 5x asks, the question, “What is good surfing?”

Is it power, expression, soul, creativity? Is it ten turns to the beach? Is it launching the biggest air? Is it full-rail turns? Is it wave knowledge? 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: Sickest 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 premier episode of RB5x will air again on FOX Sports Net at 4 p.m. on June 30th and July 28th. The next RB5x stop will take place this June in mainland Mexico with a heavy crew from Santa Cruz, CA. The Mexico stop will premier at 4 p.m. on August 4th and air again at 4 p.m. on September 22nd and October 20th. A third stop will take place in Hawaii this November. Air dates TBD.

Premier Party is at **Malibu Inn Restaurant on May 26, 2003 from 3-6 p.m.** Malibu Inn Restaurant is located at 22969 Pacific Coast Hwy. Malibu, CA 90265 Phone: 310.456.6106

For more information, got to <http://www.rb5x.com>

###