



ESPN Announces Inaugural Moto X World Championships

*New Action Sports World Championship Event Scheduled to Take Place
April 12-13, 2008 at San Diego's Qualcomm Stadium*

SAN DIEGO – ESPN, The Worldwide Leader in Action Sports, the San Diego International Sports Council and Qualcomm Stadium today announced the launch of a new action sports championship event from the ESPN X Games team -- the Moto X World Championships. The annual event will feature the best Moto X riders in the world competing for the title of Moto X World Champion in a variety of disciplines including Freestyle, SuperMoto, Best Trick, Step Up and Moto X Racing. The inaugural Moto X World Championships is scheduled to take place April 12-13, 2008 at Qualcomm Stadium in San Diego, Calif., and will mark the first time ESPN's X Games team has returned to the city since it hosted the X Games in 1997 and 1998. Live coverage of the Moto X World Championships will be featured on ESPN, ESPN2, ESPN360.com and EXPN.com.

"Given the tremendous success and excitement of Moto X at the X Games, we are very excited to present our first event dedicated exclusively to Moto X," said Ron Semiao, senior vice president, ESPN Content Development. "The Moto X World Championships will determine the top Moto X freestylers and racers in the world, allowing riders to showcase their talents and the awesome progression of their sport on one of the biggest stages ever. We can't think of a better place than San Diego's Qualcomm Stadium for an event of this magnitude."

"The city of San Diego and the San Diego International Sports Council are delighted to collaborate with ESPN to bring a world class action sports event such as the inaugural Moto X World Championships to San Diego," said Joe Moeller, president, San Diego International Sports Council. "We recognize the ever increasing growth and popularity of motocross and see this event as an ideal platform to bring the residents of San Diego the best in world class moto competition and entertainment."

Tickets for the Moto X World Championships at Qualcomm Stadium will be available through www.TicketMaster.com beginning February 2008.

Further information on the Moto X World Championships including event and telecast schedules and invited athletes will be forthcoming on EXPN.com.

About ESPN's X Games Franchise

ESPN first developed its X Games franchise in 1995. As part of ESPN Content Development, the X Games, Winter X Games and All Access are just some of the original action sports programming currently shown on ESPN and ESPN2. In addition to the two U.S.-based events, ESPN has held X Games competitions and demonstration events around the world, including Dubai, Thailand, Brazil, Mexico, Korea, Malaysia, China and Spain. The global franchise has also expanded its reach to EXPN.com, the definitive site for action sports fans, and to consumer products such as X Games bikes, protective gear, skateboards and DVDs.

About Qualcomm Stadium

Qualcomm Stadium is owned and operated by The City of San Diego. With a seating capacity of 70,561, Qualcomm Stadium is located in the heart of Mission Valley, minutes from downtown San Diego. The Stadium is host to San Diego Charger and SDSU Aztec football, the Holiday Bowl, the Poinsettia Bowl, Street Scene and more.