

FOR IMMEDIATE RELEASE:

**ESURANCE ICER AIR: San Francisco's  
Urban Big Air Competition Soars to New Heights**

*World's Best Snowboarders and Skiers Descend on AT&T Park for a Day-Long Festival*

SAN FRANCISCO (July 18, 2006) – ICER is thrilled to announce the return of ICER AIR, a unique event that brings together the athletic and urban communities in a metropolitan setting. This year's event, Esurance ICER AIR presented by Sparks, will take place at renowned AT&T Park, a major San Francisco landmark and home to the San Francisco Giants. Featuring 20 of the most accomplished and skilled world-class athletes, Esurance ICER AIR is the first stadium big air ski and snowboard competition to be held in the United States.

“Last year's event was amazing and will certainly go down in the history books, but we knew that we had to do something different and more outrageous this year,” said Glen Griffin, ICER founder and president. “Each year we'd like to continue to raise the bar, push the envelope and evolve the event to greater heights. Our mission is to bring the mountains to the city and showcase these amazing athletes in an urban environment.”

The 100-foot high ski and snowboard jump will descend from the scoreboard at AT&T Park, extending over 350 feet in length and will be covered with over 200 tons of snow. Spectators will be afforded views of Olympic medalists and X-Game champions flying through the air amidst the backdrop of the spectacular San Francisco Bay. The jump will take over 100 workers, three days, and more than 14,000 cubic feet of snow to build. Esurance ICER AIR is scheduled to take place on Saturday, November 4<sup>th</sup>, 10 a.m. – 8 p.m. at AT&T Park, located on San Francisco's waterfront Embarcadero.

“We are excited and proud to continue to build on what ICER created last year with the inaugural ICER AIR event,” said spokesperson Jonny Moseley. “ICER will continue to create spectacular events that bring together urban and athletic communities in unique environments that every one can appreciate and enjoy.”

The big-air invitational features some of the most talented athletes on the mountain today. Invited athletes include: Jon Olsson, TJ Schiller, Simon Dumont, CR Johnson, Shaun White, Danny Kass, Andy Finch, JJ Thomas, Travis Parker and many others to be announced. Athletes will be competing for more than \$100,000 in cash and prizes, including a 2007 Toyota 4Runner.

In addition, Esurance ICER AIR will feature the inaugural San Francisco Ski and Snowboard Festival. The SF Ski Fest, co-organized with SnowBomb.com, will feature the best new gear from industry leaders such as Head Skis, Ride Snowboards, The North Face and many others on the promenade level of the stadium. Every major ski resort from the Lake Tahoe area will be on hand with special promotions for Esurance ICER AIR attendees. Finally, Lombardi Sports will be hosting a huge ski and snowboard sale at the event, with the latest and greatest ski and snowboard gear marked at blowout prices.

The week leading up to Esurance ICER AIR will feature a range of exciting events including movie premieres, product launches and parties. Additional details to follow in the weeks and months ahead.

Esurance ICER AIR promises to be a spectacular and unforgettable event with numerous surprises throughout the day. Tickets range in price from \$10 - \$48 and can be purchased at [www.icerair.com](http://www.icerair.com). Tickets purchased for \$24 or more include a lift ticket to a major Lake Tahoe resort, a one-year subscription to *Freeskier* and *TWSnowboarding* Magazines, as well as additional giveaways. Finally, a raffle will be offered through [www.icerair.com](http://www.icerair.com) and onsite during the event which includes over \$100,000 in prizes including a Toyota FJ Cruiser and a Whistler dream ski vacation.

Esurance ICER AIR sponsors include: Esurance, Sparks Alcohol Energy Drink, Head Skis, Ride Snowboards, Toyota, JEEP and The North Face. The charity partner for Esurance ICER AIR is R.O.C.K. (Real Options for City Kids).

### **About ICER**

ICER began in 2000 as a small ski and snowboard products company with aspirations to grow into a global sports brand. ICER first entered the marketplace by introducing a revolutionary new pocket-sized spray-on liquid wax for skis and snowboards. Building on the success of the ski and snowboard product lines, ICER plans to expand its line and roll out products for sailing, surfing,

wakeboarding, water-skiing, skateboarding and biking. The ICER AIR event is the first urban sports event of its kind that ICER hopes to bring to major metropolitan cities nationwide.

**About R.O.C.K.**

Real Options for City Kids (ROCK) is dedicated to nurturing the healthy development of children by listening attentively to their needs and by providing opportunities to those who might not otherwise have access. ROCK aims to promote the positive development and long-term success of the youth that it serves through a combination of in-school and after-school learning enrichment, sports and fitness, leadership training, outdoor adventure, and summer camp opportunities. ROCK.'s programs are designed to serve girls and boys, ages 6-17, who live in or attend school in San Francisco's Visitacion Valley. For more information, be sure to visit [www.rocksf.org](http://www.rocksf.org).

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