

FOR IMMEDIATE RELEASE



CONTACT: AND 1 • Mandy Murphy
Phone 610.249.2420
mandy.murphy@and1.com

AEG Live • Eric Kohler
Phone 323.930.5756
ekohler@concertswest.com

AND 1 MIX TAPE® TOUR INVADES OAKLAND

-America's Best Playground Ballers,
A shot at an Endorsement Deal and Hip-Hop Performance
All Part of Summer's Hottest Basketball Tour-

WHO: Basketball footwear and apparel company AND 1 and playground players including the newly signed The Air Up There, Silk, Assassin and Bad Santa, as well as living legends Hot Sauce, AO, Main Event, Half Man-Half Amazing, Professor, Spyda and others.

WHAT: The **2006 AND 1 Mix Tape® Tour presented by Mountain Dew**, now in its seventh year as the nation's premiere playground basketball event. The summer's largest basketball tour featuring the world's best streetball players will be in 25 cities from June 4th through August 25th.

WHERE: Oakland Arena
7000 Coliseum Way
Oakland, CA 94621

WHEN: Wednesday, June 7
• 4:00 - 6:30 p.m. Open Run
• 7:00 p.m. Pre Game Show begins
• 7:30 p.m. tip-off

DETAILS:

• **Tickets on sale this Saturday April 29th at 10AM**

Tickets are \$20, \$30 and \$50 and will be available at the Oakland Arena Box Office, All Ticketmaster Locations, charge by phone at (510) 625-TIXS or at Ticketmaster.com. For more information check out www.and1.com.

• Open run is a series of non-stop basketball games during which local talent take to the court to try to earn a spot on the AND 1 Mix Tape Tour roster. Participants must be 18 or accompanied by a parent or guardian.

• Open run participants will be vying for a place on the 2006 AND 1 Mix Tape Tour, an endorsement contract and may be featured on the fifth season of the EOE television series "**Street Ball: The AND 1 Mix Tape Tour presented by Mountain Dew**" on ESPN2 this summer. Careful: "featured" can mean "embarrassed".

• AND 1 thanks its presenting partner **Mountain Dew**, and additional Tour partners **Boost Mobile, KFC, the U.S. Army, Finish Line, Old Spice Red Zone, Ubisoft, Greyhound, Rockford Fosgate and The Truth**, as well as others to be announced. The AND 1 Mix Tape Tour is produced and promoted by **AEG Live Events**.

