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For Immediate Release

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TICKETS NOW ON SALE FOR AVP CROCS TOUR MUSKEGON OPEN *Tour to make its only stop in Michigan August 21-23; Open Qualifier August 20*

Grand Rapids, Michigan, June 26, 2009 – Tickets are on sale today for professional beach volleyball’s only stop in Michigan, as the AVP Crocs Tour Muskegon Open is set to take place August 21-23 at Pere Marquette Park. The best athletes on the beach, including 2008 Olympic gold medalists Phil Dalhausser and Todd Rogers, will take to the sand to see who reigns supreme.

Tickets are available at www.avp.com. Friday’s session is free to the public, while Saturday and Sunday’s action is ticketed. General admission tickets are \$10, courtside seating is \$30, and tickets for youths under 18 are \$5. An all-session pass, good for Saturday and Sunday, is \$15 for general admission and \$40 for courtside seating. The first 50 fans to buy all-session passes will qualify for a Meet and Greet with Dalhausser at the event site.

The three-day, double elimination tournament combines elite athletic competition with a beach party atmosphere. In addition to Dalhausser and Rogers, top players and 2008 Beijing Olympians Nicole Branagh, Elaine Youngs, Jake Gibb and Sean Rosenthal will compete. An open Qualifier will take place on Thursday, August 20, while Main Draw play begins Friday, August 21 and will conclude with both men’s and women’s finals on Sunday, August 23.

“We are so excited to bring beach volleyball back to Muskegon,” said Lauren Decker, Senior Director of Marketing for AVP Pro Beach Volleyball. “We have a great fan base there and are thrilled to stage our event on the shores of Lake Michigan.”

The event will be broadcast on VERSUS Thursday, August 27, at 11 p.m. ET/8 p.m. PT.

The AVP Crocs Tour will continue August 27-30 in Chicago. To purchase tickets to all AVP Crocs Tour events, please visit www.avp.com.

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About AVP, Inc.:

AVP, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. One of the fastest growing entities in the



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sports world, the AVP operates two of the industry's most prominent national touring series, the AVP Pro Beach Volleyball Tour (1983) and the AVP Hot Winter Nights Indoor Tour (launched in 2008). The AVP is set to stage more than 35 events throughout the United States in 2009 and features more than 150 of the top male and female competitors in the sport. AVP athletes won both the women's and men's gold medals at the 2008 Olympic Games in Beijing, marking the first gold medal sweep by a single country in the history of Olympic Beach Volleyball. AVP is headquartered in Los Angeles, Calif. For more information, please visit www.avp.com.

About West Michigan Sports Commission:

The West Michigan Sports Commission's main goal is to promote Michigan's West Coast as the premier venue for hosting a diverse level of youth and amateur sporting events, enhancing the economy and quality for life in the region.