

## Freestyle Moto-X Big Air Contest Busts Out at Camp Jeep™ Virginia

- X-Games Athletes to Compete for a New 2004 Jeep® Wrangler Unlimited
- Never Before Seen Trick to Be Attempted

July 15, 2004, Charlottesville, VA -

Six of the world's best freestyle motocross dirt jumpers will take to the skies before more than 10,000 spectators at Camp Jeep™ Virginia this weekend in a no-holds-barred big air battle. This is the 10th anniversary of the annual summertime gathering of Jeep® owners and enthusiasts from around the country. The inaugural Camp Jeep Moto-X Best Trick Invitational will take place on Saturday, July 17 at 3 p.m. at the SoBe Thrills & Spills venue. Prior to the competition, there will be freestyle Moto-X demos Friday and Saturday afternoons.

Among the riders flying over 90-foot gaps, laying life-and-limb on the line for a chance to win a free Jeep, are X-Games stars Jeff "Ox" Kargola, Beau Bamburg, Brian Dowdy, Andy "Backstreet" Jones, Trevor Vines and hot young newcomer, Niki Danielson. Among the tricks busted out will be the fabled back-flip on a 250cc dirt bike, and the possibility of a new, never-before-seen, history-making trick - the "body varial" – a 360-degree no-hands spin over the motorcycle.

The competition will be covered by NBC Sports as part of the Jeep World of Adventure Sports television series, produced in conjunction with Aura360.

"I'm thrilled that Jeep supports action sports the way they do – they get it," said SoBe-sponsored rider and Riverside, Calif., native Trevor Vines. "Moto-X is a sport that constantly challenges its athletes to push their limits and take it to the next level. Just the same, Jeep is all about freedom, adventure and mastery. Whether I win this competition or not, it's great to be at another Jeep event."

Producing the freestyle Moto-X competition as part of the interactive SoBe Thrills & Spills Village at Camp Jeep is Media X International, Inc. ([www.mediax.tv](http://www.mediax.tv)), a leading action sports television and event production company, and affiliate company of The Radiate Group.

The Jeep brand continues to be an American brand dedicated solely to the sport-utility market. It will continue to deliver on its promise to provide rugged, versatile vehicles with authentic four-wheel drive capability. Jeep branded products include the Jeep Wrangler, Jeep Wrangler Unlimited, Jeep Liberty and Jeep Grand Cherokee.

Aura360 develops experiential properties that engage target consumers with world-class action and adventure sports events, talent and brands through a shared experience.

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