



Media Release

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K1 concludes tour management contracts of 40 city and 65 city amateur sports tours

Arlington, TX – K1 International, LLC. an event management and production company based in Arlington, TX provides tour and event management services including media acquisition, tour logistics, advertising strategy and planning, promotional marketing, event logistics and production.

K1 contracted by TCI, Inc based in Littleton, CO. now a part of Blue Equity, LLC. under their newly branded division named BEST for Blue Entertainment Sports Television; to produce and manage their top two amateur sports tour properties Hoop it Up 3on3 and Kick It 3v3 concludes the long summer tour season. The Hoop It Up 3on3 National Basketball Tour hit over 40 cities this summer in 2008 and the Kick It 3v3 National Soccer Tour hit over 65 cities this summer 2008. Both tours were managed from the K1 Events office in Arlington using various national assets in addition to TCI and BEST assets in their Littleton office.

Both tours were considered a success by BEST and K1; and was the first time that the fairly new ownership in BEST had outsourced the oversight and management of these properties to someone outside the BEST office. K1 already having prior experience with this endeavor knew it would be easy to accomplish and proved that to be the case.

You can see more information on the Hoop it Up Tour at www.hoopitup.com and on the Kick It 3v3 Soccer tour at www.kickit3v3.com .