



Media Release

CONTACT: Mike Kruizinga
K1 International, LLC.
T 1.817.557.3301
F 1.866.329.5518
E mikek@k1events.com

FOR IMMEDIATE RELEASE
February 16, 2007

K1 Announces Multi-Year Deal with SpikeFest

Arlington, TX – K1 International, LLC. an event management and production company responsible for the production of NBA Hoop It Up Canada Tours as well as other domestic Hoop It Up events, based in Arlington, TX has just signed a multi-year deal with Rodney Hand & Associates Marketing Communications, LP. to produce and manage the SpikeFest event property in Dallas, TX. The multi-year deal also allows K1 to take on majority ownership of the property at the end of the period.

SpikeFest is the largest amateur 3on3 and 5on5 grass volleyball festival style tournament in the USA. Entering into its 17th year in the Dallas market, SpikeFest has seen continual growth throughout its existence. Recent combined player/spectator numbers have seen 8,000-10,000+ during just one weekend of volleyball madness. This year's Dallas event is scheduled for June 16-17, 2007 in Irving, TX at the Irving Soccer Complex.

“My goal, for some time now, has been to take SpikeFest to the next level by expanding in multiple markets across the country, but frankly due to time constraints and other factors surrounding our other media properties I have found it keeps getting put off. By partnering with K1, SpikeFest will now have that opportunity. I am extremely excited as I believe K1 poses the skill, knowledge and talent to achieve that goal much quicker than we possibly could on our own”, said Rodney Hand, the creator of SpikeFest

Mike Kruizinga the managing member of K1 said, “This is a great opportunity for us to take a successful event property and expand it into other markets turning SpikeFest the event property into SpikeFest the “touring” event property. We plan to add between four and nine markets across the USA in the summer of 2008 and eventually topping out with a 15-20 city tour by the summer of 2010. In addition, Mike says, “The SpikeFest deal also makes sense with our goal of creating, partnering with, or acquiring event properties where we have a majority if not full ownership of the property allowing us to take advantage of all of our capabilities and synergies to make our event or events as successful as possible.

SpikeFest will be looking to fill several tour sponsor openings which will be available for the 08 tour. Those spots include Tour Title, Tour Presenting, and between two to five “Spike” Level Tour Sponsors. Tour sponsorship will include a national PR campaign, heavy pre event local media and promotion, grassroots promotion and distribution, and of course major on site presence at each tour stop. Organizations or agencies with clients who may be interested in the SpikeFest 08 Tour should contact Mike Kruizinga at.817.557.3301 or mikek@k1events.com.