



## Media Release

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**FOR IMMEDIATE RELEASE**  
September 15, 2008

### **K1 identifying markets for national expansion with Spikefest Outdoor Volleyball Tour**

Arlington, TX – K1 International, LLC. an event management and production company based in Arlington, TX operating in year two after its acquisition of the Spikefest Event Property has already expanded the Dallas only Event into Austin and Houston this summer and is looking for more.

K1 currently has eyes on about 20 markets which it will narrow down based on local and regional interest as well as potential sponsorship interest in particular markets.

SpikeFest is the largest 3on3 and 5on5 amateur grass volleyball festival style tournament in the USA. SpikeFest, finishing its 18<sup>th</sup> year in the Dallas market has seen continual growth throughout its tenure. Recent combined player/spectator numbers have seen 8,000-10,000+ during just one weekend of volleyball madness. This year's series of events were held on July 12-13 at Dyess Park in Houston, July 19-20 at Old Settlers Park in Round Rock, and on August 2-3 at the Five Star Complex in The Colony in the DFW area.

SpikeFest is now focusing on sponsorship sales for 2009 and beyond; if you or your client is interested in seeing more information on the Spikefest Volleyball Tour contact Mike Kruizinga.