



Press Release

May 10, 2007



The IMPACT VIDEO XTREMEY AWARDS, created and produced by Impact Video, is an exciting awards program that has been created to recognize the contribution videos have had on the extreme sports industries and to applaud the artistic endeavors of their creators.

A LUCKY NIGHT FOR THE SHINING STAR PRODUCERS OF MOTORSPORTS

The 2007 Impact Video Xtremey Awards once again was a shining moment in sports entertainment history. The gala event started off at the fabulous O.C. Pavilion Performing Arts Center with a Red Carpet reception at 6:30 pm. Milling in the VIP crowd were producers, star athletes, Industry VIP's and a place where media abounded. Cameras were rolling and flashing, lighting up the late afternoon with pops that were only exceeded by the flowing champagne. Incredible vehicles on display like the Wahoo Trophy Truck and the Monster Energy Rail kept the overflowing guest line entertained while the paparazzi stealthily moved in and out of the crowd.

Inside, the reception kicked off amidst winding staircases and chandeliers with the Ketel One Martini Bar center stage of the lobby and reception area. Delightful smells of cuisine from the five star restaurant Ambrosia wafted though the venue enticing guests to partake of Shrimp Scampi, fresh made tacos and gourmet cheese and beef sandwiches. The second level bar and restaurant was complete with trays of fruit, cheese and a flowing fountain of dark chocolate with bright red strawberries for dipping.

Then the show began and what a show it was! Docy Andrews, president of Impact Video and creator of The Impact Video Xtremey Awards opened the show with style and panache. The theme for this year's event was luck due to it being 2007 and the Xtremey Award's 7th year. In keeping with that theme, Docy opened the show to a Vegas style rendition of Luck Be A Lady, the Frank Sinatra classic, which was incredibly performed by Mr. Porter Singletary while some of the beautiful ladies of Impact Video danced and beguiled the audience.

Malcolm McCassy joined Docy for the next hour and a half to introduce some of the elite folks of motorsports and to announce the top winners in each category of sports entertainment. Some notable presenters such as Larry Roeseler, Micky Dymond, All American Girl Racing Team, Mouse McCoy, Malcolm Smith, Danny LaPorte, Dana Brown, Jimmy Blaze, Greg Albertyn, Mark Post, Mike Mason and Ronnie Renner kept the audience entertained and delighted through out the evening.

With the Ketel One Martini bar freely flowing and exuberant nominees excitement about thier potential win, the acceptance speeches given were spontaneous, humble and heartfelt to joyful, boisterous and extreme. Dan Davidoff won for Best Performance in Thunderstruck 5 while the Slednecks crew took home the Snowmobile Video of the year for the 7th straight year. Multi-time Xtremey winner and rider extraordinaire, Travis Pastrana ran away with the Best MX performance for his work in Lock and Load while Crusty Demons regained the Xtremey throne with Crusty Demons 12. Jason Britton took home the trophy for his work in Get on Up 3 and new comers Stuntworks walked away with the big award for Best Sportbike Stunt Video of the Year.

A special award was given to Ashley Fiolek as Inspirational Athlete of the Year. This young 16 year old athlete has become a beacon of hope to women in sports and who has become a symbol of inspiration to men and women alike by overcoming the challenges of the track and of her deafness.

A standing ovation happened for Mr. Malcolm Smith, who along with Bob Bowers of the Off Road Motorsports Hall of Fame, enchanted us all with some typical Malcolm Smith moments and wonderful stories.

Docy and the Imps came back this year with a rousing parody performance of Livin' La Vida Loca called Livin' La Vida Moto. The Imps twirled, danced and sang while Docy wailed out the lead vocals. The crowd loved it and went crazy when Jason Britton appeared at the end of the number on stage revving his sportbike and then driving off.

Sal Fish , president of Score International, was presented the 2007 Honorary Achievement Award by Marty Fiolka of The Off Road Group and Dirt Sports Magazine,. He accepted with the grace, style and humor that has made him such a respected, loved and successful figure in the world of Off Road Racing.

Mike Metzger received the Monster Energy Anti-Gravity Award for his commitment and cultivation of freestyle motocross. Joe Parsons of Monster Energy presented the "Godfather" with the award. Metz was absent from the event but filmed a heartfelt "thank you" speech, where he encouraged all to party.

Lawrence Lewis of Clutch Films took this as a personal challenge and made his way throughout the night to the Ketel One bar. Although it made for a lively acceptance speech for his work in Sand Blast, his over indulgence interfered with the glory moment during Fleshwound Films acceptance. Fleshwound took the unscheduled trip to the stage from their friend and fellow producer in stride while Docy corralled him enough for the deserving team of Fleshwound to heartfully give their thanks to their sponsors and fans. Live shows are great for creating such diversity and surprise and this year's Xtremey's delivered.

Mike Mason, Ronnie Renner and Dustin Miller who presented the last award gave a fun and high energy ending to an already well paced show. The after-party took place in The Vault VIP lounge of the OC Pavilion, where the stars, riders and producers of Motorsports danced the night away to the awesome sounds of the Don Duncan Band.

All in all it was an evening to remember and The Impact Video Xtremey Awards is a jewel that shines brightly and gives credit where credit is due. We are lucky to have something so special for our sports.

.... Bringing exposure to those who carry such a passion for exposing others and their deeds matters very much. The Off-Road community is just that much better because of your work.

-Bob Bower Chairman Off Road Motorsports Hall of Fame

.... I think the event set a new standard for you and your great staff. Thanks for letting me be part of it...

-Marty Fiolka Off Road Group

That certainly was a great event. The facility was terrific, the food great and the whole ceremony was great. Thank you of making this great event happen.....

-Dick Lague IGNITION3 LLC

.....it was the perfect balance of fun and seriousness and the crossover of multiple generations just made it all the better! CONGRATS on a big success!

- Dustin Webster Rock Crawling Champion and Xtremey presenter

.... delivered a great award show and gave great recognition to an increasingly important element of moto/off-road/powersports lifestyle.

-Skip Johnson VP, Consumer Events Advanstar Communications

Sponsors of the event are Impact Video, Monster Energy Drink, Blue C Enthusiast, Dirt Sports Magazine, Wahoo's Fish Taco's, and Ketel One Vodka.

The Impact Video Xtremey Awards were held on Tuesday night, May 8, 2007 at The OC Pavilion in Santa Ana, California.

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