



For Immediate Release

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**21<sup>ST</sup> ANNUAL HOOP IT UP 3-ON-3 BASKETBALL TOUR COMES TO  
WESTGATE CITY CENTER**

*Local Athletes Invited to Participate in the World's Largest 3-on-3  
Basketball Event*

**GLENDALE, Ariz, April 13, 2009** – Hoop It Up, the largest 3-on-3 basketball tour in the world, will bring top-notch competition, entertainment and excitement to Glendale, Arizona on Saturday and Sunday, April 25-26, 2009. The event will take place at Westgate City Center, 9390 West Hanna Drive, Glendale, AZ 85305. As part of the 21<sup>st</sup> anniversary tour, Sports Authority will be the presenting sponsor of the 2009 Hoop It Up Tour and Chicago-based Ariel Mutual Funds and Spalding will serve as the official sponsors.

Hoop It Up is a series of exciting weekend basketball celebrations providing games, concessions and entertainment. The tour is organized by BEST Experiential Properties, a subsidiary of Blue Equity. The nationwide tour is expected to attract an estimated 400,000 participants and spectators.

The Westgate event is presented by POWER 98.3 FM and RideNow Power Sports.

Hoop It Up offers players of all ages and abilities a festival-style atmosphere filled with fun, dynamic and fast-paced competition. This eventful weekend also features family-friendly entertainment and basketball skill challenges along with food and activities for all to enjoy.

“Hoop It Up is thrilled to once again stop in Glendale for the 2009 tour,” explains Dan Cramer, Executive Vice President of BEST Experiential Properties. “Thanks to the local support of POWER 98.3 and RideNow Power Sports, this year’s event will be one to remember.”

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The 2009 Hoop It Up Tour is comprised of 29 qualifying local events held throughout the United States from March through September, culminating with the World Championships this summer. The tour is one of BEST Experiential Properties' flagship events in addition to Kick It 3v3 soccer and Let It Fly 4on4 flag football.

#### **Event schedule and registration details:**

Saturday, April 25: 9:00a.m.–5:00p.m.

Sunday, April 26: 9:00a.m.–5:00p.m.

\*\*Start and Finish Times are subject to change

For more details about the tour and to register, visit [www.hoopitup.com](http://www.hoopitup.com) or call **1.888.997.PLAY**. For information on other BEST participatory tours, please visit Kick It at [www.kickit3v3.com](http://www.kickit3v3.com) and Let It Fly at [www.letitfly.org](http://www.letitfly.org).

Visit [www.BESTSocial.net](http://www.BESTSocial.net) to learn more about our online community and to interact with members from Hoop It Up, Kick It and Let It Fly events.

**DEADLINE TO REGISTER: Monday, April 20, 2009 11:00 PM MST**

#### **About BEST**

BEST (Blue Entertainment Sports Television) is a unified full-service sports and entertainment company. Current clients include Heisman Trophy winner Reggie Bush, NFL Pro Bowlers DeAngelo Hall, Chris Johnson and Will Smith, NBA All-Stars Shawn Marion and Rasheed Wallace, 2007 NBA Lottery picks Joakim Noah and Corey Brewer, 2008 NBA first round pick rookie Donté Greene, Australian, French and US Open Champion Justine Henin, US Open Champion Andy Roddick, Wimbledon, Australian, #1 ATP Doubles Team Bob and Mike Bryan, MMA star Fedor Emelianenko, Indiana basketball coach Tom Crean, Arkansas basketball coach John Pelphey and Ole Miss basketball coach Andy Kennedy and musicians Janet Jackson, Ciara and Chamillionaire. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, Hoop It Up, Let It Fly, Kick It, the Boston Marathon, the Superstars Competition, the AVP Beach Volleyball tour, Ice Wars, the World Cup of Softball, The Hartford Hall of Fame Showcase, the Men's and Women's Fifth Third Bank Tennis Championships and the Men's Ford Tennis Championship. [www.experienceBEST.com](http://www.experienceBEST.com)

#### **About Blue Equity**

Blue Equity, LLC is an independent, private equity firm based in Louisville, Kentucky. It is committed to actively investing growth capital and business expertise in enterprises with solid development potential. Blue Equity forms strategic partnerships with existing management teams and leverages its expertise and relationships to stabilize, strengthen and grow lasting value. Investment efforts and managerial expertise are focused on the operation of a global and diversified portfolio of business enterprises, including opportunities in media, publishing, sports and entertainment, financial services, and real estate. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace. [www.blueequity.com](http://www.blueequity.com)

