



Editorial Contacts:
Pam Schwartz
Full Throttle Events
619-234-3344 x128

pschwartz@schwartzeventgroup.com

FOR IMMEDIATE RELEASE

LAS VEGAS BIKEFEST™ OFFERS SCORCHING REWARDS IN THE BLAZE TO BIKEFEST™ SWEEPSTAKES

National Motorcycle Rally Teams Up with Sony and WWE® to Launch 'Ghost Rider' DVD

LAS VEGAS (June 14, 2007) – Las Vegas BikeFest, an annual motorcycle rally and expo in Las Vegas, announced it will provide a portion of the grand prize for the Blaze to BikeFest Sweepstakes sponsored by Hilltop New Media, Inc. and World Wrestling Entertainment, Inc. (WWE). This sweepstakes is a promotional tie-in designed in conjunction with the DVD release of the box-office hit *Ghost Rider*, starring Nicolas Cage and Eva Mendes, on June 12. The DVD will be released in two versions: a one-disc theatrical version and two-disc extended cut with never-before-seen footage and over two hours of special features. It became available on Blu-Ray Disc™, DVD and PSP™ June 12, 2007.

As part of the sweepstakes, one lucky individual will win a motorcycle provided by WWE. The winner will also receive airfare and accommodations to Las Vegas BikeFest and two free Ultimate Passes for the four-day event taking place in Las Vegas September 27-30. The grand prize winner also will be the personal guest of Gard Hollinger, custom builder and star of Speed TV's "Build or Bust," at the exclusive invitation-only *Artistry In Iron Master Builder's Championship* VIP Reception at Las Vegas BikeFest, and will receive a *Ghost Rider* prize pack.

"Ghost Rider is an action-packed hit featuring gorgeous custom motorcycles, making it a perfect tie-in with the unique custom bikes and renowned builders at Las Vegas BikeFest," said Harry Schwartz, president of Full Throttle Events, one of Las Vegas BikeFest's partners. "We are especially excited to invite the winner behind the scenes of this year's *Artistry In Iron Master Builder's Championship*, an exclusive event previously only attended by participating builders."

Las Vegas BikeFest 2007 will host some of the world's most skilled custom motorcycle builders as well as almost 300 leading manufacturers and distributors of motorcycles, parts, accessories and apparel. In its fourth year, *Artistry In Iron Master Builder's Championship* will feature 25 of the world's most artfully built custom bikes in a peer judged competition bringing together famed master builders including Gard Hollinger, Brian Klock, Jesse Rooke and Jim Nasi. Attendees also will enjoy entertainment in true biker style, including live

music, the crowning of Miss Las Vegas BikeFest, the world's strongest biker competition, and much more.

In addition to the grand prize, five first prize winners in the Blaze to BikeFest Sweepstakes will receive *Ghost Rider* prize packs containing a branded wallet, hat and temporary tattoo. Motorcycle fans can enter for a chance to win by visiting ghostrider.wwe.com and filling out the entry form. No purchase is necessary to enter or win. Full sweepstakes details and rules can be found on ghostrider.wwe.com. The sweepstakes runs from May 30, 2007 to July 10, 2007 and is open to residents of the 50 United States and D.C., excluding RI, who are at least 18 years old and hold a motorcycle operator's license as the time of entry. The sweepstakes is void where prohibited.

For more information about Gard Hollinger, visit www.lachoprods.com.

For more information about Las Vegas BikeFest visit www.LasVegasBikeFest.com, call toll-free 866-BIKEFEST (245-3337), or email info@lasvegasbikefest.com.

###

Trademarks: All World Wrestling Entertainment Inc. programming, talent names, images, likenesses, slogans, wrestling moves, and logos are the exclusive property of World Wrestling Entertainment Inc. ECW is a trademark owned by WWE Libraries, Inc. All other trademarks, logos and copyrights are the property of their respective owners.