

THE RETROSPECTIVE

RED BULL RAMPAGE

MEDIA INFORMATION

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NEW RED BULL RAMPAGE RETROSPECTIVE DVD BOX SET SHOWCASES THE EVENT THAT CHANGED MOUNTIAN BIKING FOREVER!

The Event Revolutionized Mountain Biking, The DVD Box Set Brings The Memories Back to Life

SANTA MONICA, Calif. (Aug. 29, 2005) – Started in 2001, the Red Bull Rampage challenged riders with terrain and possibilities never before seen in the world of mountain biking. This mountain of cliffs and canyons in the Utah Desert has since become the testing ground by which all others are measured. The Retrospective is a look back at this revolutionary event, seen through the eyes of the riders and participants that made it happen.

Red Bull in conjunction with Freeride Entertainment, is set to release a new five-disk DVD box set, with coverage of all four Red Bull Rampage events, including previously unseen Rampage 4, as well as the 40-minute, documentary style Retrospective DVD shot entirely in high definition. These four annual events along with Retrospective total six hours of high-action and never before seen footage and DVD extras. The box set comes wrapped in a specially designed collector's edition tin. The Red Bull Rampage Retrospective will be available on Sept. 27, retailing for \$39.95, at all specialty bike shops and online at www.redbullrampage.com and www.nwdfilms.com.

Produced in the nature of “*Dog Town and Z Boys*,” and “*Riding Giants*,” the Red Bull Rampage Retrospective dives into the event's history, people and how the event recreated and redefined the sport – chronicling how one event propelled freestyle mountain biking into the international extreme sports limelight.

THE PLOT

The red mountains of Virgin, Utah provided the awe-inspiring backdrop for this premiere event that brought together professional mountain bikers from all corners of the world. Red Bull Rampage was the first-of-its-kind true freeride event molded in the image of free ski competitions, where riders choose and even create their own lines down the mountain. Riders were judged and scored in four categories: line difficulty, air/amplitude, control/style and fluidity/technique. The 1,500-foot high starting gate set the stage for a challenging and daunting course. Along with glory and eternal bragging rights, winners were greeted with a \$15,000 prize purse.

THE CAST

With thousands of spectators and media coverage broadcast around the globe, Red Bull Rampage elevated the careers of renowned freestyle mountain bikers like Tyler Klassen, Darren Barrecloth and Steve Romaniuk. Veterans Wade Simmons and Cedric Garcia used Red Bull Rampage as a platform to demonstrate their continued dominance in the sport. Virtually unknown at the age of 15, Kyle Strait came of age during his years competing in Utah, eventually taking gold in the event's final year. The Red Bull Rampage Retrospective box set provides a candid look at this cast of characters along with never-before-seen footage.

For more information about the Red Bull Rampage Retrospective DVD box set, including trailers and advance screening information, visit www.redbullrampage.com or www.nwdfilms.com.

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