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**MALOOF MONEY CUP PRESENTED BY ETNIES AND MONSTER ENERGY UNVEILS
2009 STREET COURSE DESIGN**

*Be a Part of the Action as the World's 48 Best Skaters Test Their Skills on the Greatest
Street Course Ever Seen in a Contest*

The Maloof Money Cup, presented by etnies and Monster Energy, today unveils its much anticipated 2009 Street Course. Designed by Geoff Rowley and Joe Ciaglia with design assistance from Colby Carter, Mark Waters and Pro Skaters Lance Mountain, Braydon Szafranski and Erik Ellington, the course was inspired by real street spots, including the Sunset up-down corner ledge on Sunset Boulevard, the Barcelona Ledge and the Big Fours and 12-stair from Rincon in San Diego. In addition, there are near replicas of Pier 7 and the Mission "3-up-3 down" in San Francisco, as well as UC Irvine's 6-stair hubba and rails.

The new bump-to-picnic feature was chosen by the *Transworld Skateboarding* staff from thousands of entries and suggestions submitted to Transworld's web site. The winning feature was designed by Chris C. of Manalapan, New Jersey.

"What makes this contest so special is that the Maloofs are real people, they are genuine and they truly want to make the best skate environment possible," said MMC GM Tim McFerran. "They listen to the skaters and ask them what they want to skate in a street course. Because of that, last year we saw a higher caliber of skaters and tricks that you just don't see at contests. This year, we had an overwhelming response from guys wanting to compete. All of the biggest names in the skate world, like Paul Rodriguez and Ryan Sheckler, and guys like Marc Johnson, Mike Carroll, Bryan Herman and Silas Baxter Neal who rarely skate contests, are competing this year."

"It's an awesome course," said last year's Street champ Paul Rodriguez. "I'm really looking forward to skating it this year and just competing with all the amazing skaters that are in the contest. Some of these guys haven't competed in contests in years, so it's going to be really cool."

About Maloof Money Cup

The Maloof Money Cup presented by etnies and Monster Energy is the world's greatest skateboarding event. The three-day competition and festival takes place July 10-12, 2009 at the OC Fair & Event Center in Costa Mesa, Calif., during the opening weekend of the OC Fair. The Maloof Money Cup boasts the largest purse in the history of professional skateboarding with nearly \$450,000 in cash and prizes awarded in three professional U.S. Championship Competitions – the Carl's Jr. Pro Vert

Championship, the Zoo York Pro Street Championship, the U.S. Women's Pro Street as well as the World Industries Amateur Street and Vert Championships.

Tickets for the 2009 Maloof Money Cup are now on sale at all Ticketmaster locations, online at ticketmaster.com, by calling (714) 740-2000 or (213) 480-3232, or at the OC Fair & Event Center Box Office at the Pacific Amphitheatre. Ticket prices range from \$13 - \$30. The official website, www.maloofmoneycup.com, shares the competition experience with a global audience, featuring contests, social networking, video episodes, photos, news stories and more.

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