

The 2009 Budweiser / Novi-Tec Can-Am Cup and the 2009 Hydro-Turf APBA National Tour Rounds 7 & 8 will be broadcast LIVE on the Internet!

July 11th – 12th, 2008



HARBOR BEACH, MICHIGAN - That's right LIVE! This year's Budweiser / Novi-Tec Can-Am Cup will feature a LIVE Video Web Broadcast showcasing all 4 Main Events. This will be the 5th year you will get to see some of the greatest racing action on the planet right in the comfort of your own home as it happens. You won't have to wait for reports from the web. You won't have to wait for the results. You won't have to wait to see the pictures. You won't have to wait to see Jamie Deer's Video. You will get to see it as it happens!

The 2009 Hydro-Turf APBA National Tour Rounds 7 & 8 and the Budweiser / Novi-Tec Can-Am Cup in cooperation with Hammertime Promotions and PM Sports Marketing in association with the Harbor Beach Maritime Festival have again signed Air Advantage as a sponsor of this year's Events. Air Advantage will supply the wireless technology making the LIVE Video Web Broadcast possible. Air Advantage is highly excited with it's partnership as

it recognizes the Budweiser / Novi-Tec Can-Am Cup as being the 2nd Largest Spectator Event in Personal Watercraft Racing while providing the technology to broadcast this very special event to the world.

"Web casting – I have always been interested in web casting because you can take a specific event and share that event with a target audience. Like this event, there may not be enough interest to put this on the local or even regional access, but by using the Internet, you can reach anyone with Internet access. People who enjoy that specific activity can be a part of the event anywhere in the world."

"Why take a chance on this event? It has always been my position that the Thumb of Michigan is a great place to live, work and play. I am always willing to share that sentiment with anyone willing to listen. Making this event a success will show the world that we have as much to offer as anyone else. Just because we choose to live in a rural area doesn't mean we aren't capable of great things."

Scott Zimmer - Air Advantage

Scott Turner, Senior Architect for Hammertime Promotions has been working out the details with Scott Zimmer of Air Advantage for the past several months and have recently given the thumbs up making the LIVE Video Web Broadcast a reality for the 2009 Budweiser / Novi-Tec Can-Am Cup.

Jamie Deer will be your host for the festivities as they will be calling the racing action for the Budweiser / Novi-Tec Can-Am Cup. He will also be doing LIVE Interviews throughout the event, and will be master of ceremonies of the Awards Ceremony which will also be aired LIVE on the Video Web Broadcast. From the start of the National Anthems, to the incredible racing action, to the last award given out at the Awards Ceremony, you will get to see it LIVE!

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At this Event some of the finest Watercraft Riders from Canada and the U.S.A. will compete in the popular 8th Annual Budweiser /Novi-Tec Can-Am Cup providing Spectators some of the finest Personal Watercraft Racing in the Nation. The Maritime Festival in Harbor Beach, Michigan has become the 2nd largest spectator Event of Personal Watercraft Racing in the country, second only to the World Championships in Lake

Havasu City, Arizona. Over 5,000 spectators will be on hand to watch the Hot Racing Action that weekend making the pier standing room only.

The crowd is electrified Saturday Night during the Budweiser / Novi-Tec Can-Am Cup as thousands of spectators wildly cheer for their favorite team. The Junior Ski Class, Ski Class, 800 Runabout Class, and the 1200 Runabout Class make up the 4 Main Events. Nine of the best riders from Canada, and Nine of the best riders from the U.S.A. in each class, compete for the Overall Team Can-Am Cup. Last year's event was highly successful with riders from each country battling it out for bragging rights, and a piece of the Can-Am Cup. The pier was packed with cheering spectators as they were treated to some hot racing action. Last year's Can-Am Cup was won by the U.S.A., but this year's event promises to be even more exciting as the Canadian's will be coming in full force to take back the Can-Am Cup.

For more information on the 2009 Hydro-Turf APBA National Tour Rds 7 & 8 & the Budweiser / Novi-Tec Can-Am Cup Contact Jacque Bryant at (317) 877-0789: jbryant@watercross.com or visit www.watercross.com or www.apbaracing.com

