



FOR IMMEDIATE RELEASE

AVP ANNOUNCES RETURN OF INDOOR BEACH VOLLEYBALL WINTER TOUR

AVP Superstars and Olympians star in AVP Crocs Hot Winter Nights Indoor Tour

LOS ANGELES – Sept. 11 – [AVP, Inc.](#) (OTC Bulletin Board: [AVPI](#)), a lifestyle sports entertainment company focused on professional beach volleyball, announces the return of the indoor beach volleyball national tour with the **2009 AVP Crocs Hot Winter Nights Indoor Tour**. Each event will feature eight AVP athletes including members of Team USA’s Olympic beach volleyball team, current AVP Crocs Tour superstars and other nationally renown beach volleyball pros. The non-stop sand-filled action consists of a three hour round robin tournament, as well as an indoor beach party. Come see AVP Superstars and Olympians as they show off their stuff on Long Island.

2009 AVP Crocs Hot Winter Nights Indoor Tour

Nassau Coliseum

February 20, 2009

7:30 pm

\$68.50, \$48.50, \$23.50

On sale this Sunday, September 14 at 10 am

Get your tickets at [ticketmaster.com](#) or charge by phone at 631.888.9000. If tickets remain they will be available at the Nassau Coliseum box office on Monday, September 15 at 9:30 am.

Additional fees may apply.

Taking place during the dead of winter, the Hot Winter Nights Tour brings the beach (**including over 200 tons of sand**) and the most popular and talented players on the AVP Crocs Tour to arenas in snowbound cities all over the United States. Fans will experience the best of the best competing against each other at every event while taking a break from the gloomy weather outdoors.

“We are thrilled to be able to continue to bring world-class beach volleyball to all corners of the United States,” said Leonard Armato, CEO and commissioner of the AVP Crocs Tour and AVP Crocs Hot Winter Nights Tour. “We are excited about the new venues on the tour this year, and so pleased to return to others.”

Driven by the nationwide popularity of the AVP Crocs Tour, the **2009 AVP Crocs Hot Winter Nights Indoor Tour**, in partnership with AEG, will come to Long Island on February 20. The tour will bring the excitement of an AVP beach volleyball tournament (including Olympians past and present) indoors.

About the AVP

AVP, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. One of the fastest growing entities in the sports world, the AVP operates two of the industry's most prominent national outdoor touring series, the AVP Pro Beach Volleyball Tour (1983) and the AVP Hot Winter Nights Indoor Tour (launched in 2008). The AVP is set to stage more than 35 events throughout the United States in 2008 and features more than 150 of the top men and women competitors in the sport. At the 2004 Athens Olympics, AVP athletes representing the United States won gold and bronze. The medals were the first won by the U.S. women in professional beach volleyball, and the 2007 World Champions in each gender are AVP athletes. AVP is headquartered in Los Angeles, Calif., and the company's stock trades under the symbol AVPI on the OTC Bulletin Board. For more information, please visit www.avp.com.

About AEG Live:

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance, touring for a variety of programming, and multi-media production. AEG Live, the nation's second-largest concert promotion and touring company, is comprised of special event, broadcast and exhibition divisions, fourteen regional offices, and numerous state-of-the-art venues nationwide. The company's national promotion arm is currently producing tours and productions including Bette Midler "The Showgirl Must Go On" and Cher at The Colosseum at Caesars Palace in Las Vegas; and "Tutankhamun and the Golden Age of the Pharaohs," an international tour of the artifacts of King Tut. Recent and upcoming promoted concert tours have included artists such as Justin Timberlake, Bon Jovi, Hannah Montana, Spice Girls, Prince, Christina Aguilera, Kenny Chesney, *So You Think You Can Dance*, Paul McCartney, *High School Musical*, *American Idols Live* and *The Color Purple*. Goldenvoice, the company's Southern California-based regional promotion division, created and operates the award-winning annual Coachella Valley Music & Arts Festival as well as Stagecoach: California's Country Music Festival. The company operates NOKIA Theatre at Grand Prairie in Texas, NOKIA Theatre Times Square, and recently opened NOKIA Theatre L.A. LIVE. For more information, go to www.aeglive.com.

Forward Looking Statements

Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of the Company. We wish to caution you that these statements involve risks and uncertainties and actual results might differ materially from those in the forward-looking statements, if we receive less sponsorship and advertising revenue than anticipated, or if attendance is adversely affected by unfavorable weather. Event-related expenses, such as for the stadium, transportation and accommodations, or security might be greater than expected; or marketing or administrative costs might be increased by our hiring, not currently planned, of a particularly qualified prospect. Additional factors have been detailed in the Company's filings with the Securities and Exchange Commission, including our recent filings on Forms 10-KSB and 10-QSB.

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