



FOR IMMEDIATE RELEASE

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MIAMI-DADE SPORTS COMMISSION WELCOMES AVP TOUR TO MIAMI

MIAMI – The Miami-Dade Sports Commission (MDSC) is proud to welcome the AVP Cuervo Gold Crown Miami Open to Miami's Bicentennial Park April 13 – 15, 2007. The professional volleyball event is the first stop on the AVP Crocs™ Tour. This event brings 150 of the country's top professional beach volleyball players including gold medalists, Kerri Walsh and Misty May-Treanor.

A three year promotional, presenting, and production partnership between the AVP and HEAT Group Enterprises was announced earlier today at AmericanAirlines Arena.

Please see the following release from the AVP announcing the 2007 tour schedule:

AVP CROCS™ TOUR ANNOUNCES 2007 SCHEDULE

~ AVP Pro Beach Volleyball Tour grows to 18 events, adding new cities, new sponsors and record prize money at stake~

LOS ANGELES – March 5, 2007 – AVP, Inc. (OTC Bulletin Board: [AVPI](#)), a lifestyle sports entertainment company focused on professional beach volleyball, today announced its 2007 AVP Crocs Tour schedule. It includes an unprecedented 18 tour stops, up from 16 in 2006, and a record \$4 million in prize money. The prize money, split equally between the men and women, represents a 14% increase from last year's \$3.5 million.

The 2007 AVP Crocs Tour includes nine new additions – Miami, FL; Dallas, TX; Glendale, AZ; Louisville, KY; Tampa, FL; Charleston, SC; Long Beach, CA; Boston, MA; and San Francisco, CA. Tickets to all 2007 Tour events will be available at www.avp.com.

April 13-15 – Miami, FL
April 19-22 – Dallas, TX
May 3-6 – Huntington Beach, CA
May 10-13 – Glendale, AZ
May 17-20 – Hermosa Beach, CA
May 24-27 – Louisville, KY
May 31-Jun. 3 – Tampa, FL
June 7-10 – Atlanta, GA
June 14-17 – Charleston, SC
July 5-8 – Seaside Heights, NJ
July 19-22 – Long Beach, CA
Aug. 2-5 – Chicago, IL

Aug. 9-12 – Manhattan Beach, CA
Aug. 16-19 – Boston, MA
Aug. 23-26 – Brooklyn, NY
Aug. 30-Sept. 2 – Cincinnati, OH
Sept. 6-8 – Las Vegas, NV
Sept. 14-16 – San Francisco, CA

All events will be televised on NBC and/or FOX Sports Net (FSN).

For the first time, fans can also view all of the finals live on www.avp.com. A detailed broadcast schedule will be released soon.

In addition, AVP has continued its development of several promoter relationships to help bring the action of the AVP to additional cities throughout the United States. Local organizers are responsible for promoting events at the local level, including tickets, hospitality, concessions and sponsorships. Event cities with local partners announced to date include: Dallas (Hicks Sports Marketing Group), San Francisco (Giants Enterprises), Glendale (Ellman Companies), Atlanta (Atlanta Sports Council), Las Vegas (Harrah's), Charleston (Family Circle Cup), Brooklyn (Nets Basketball/Forest City Ratner Companies), Louisville (SFX Worldwide and Reach Event Marketing), Seaside Heights (Positive Impact Partners) and Cincinnati (Reach Event Marketing). AVP's strategic alliances with top local promoters allows the tour to gain a stronger presence in event markets as well as year-round local marketing and outreach for each event.

"We are pleased to announce our 2007 tour schedule, which includes our classic tour stops and several new ones this year," said Leonard Armato, CEO and tour commissioner. "Through a number of successful promoter alliances, we are able to bring the excitement of beach volleyball to more cities throughout the country than ever before, increasing the exposure of beach volleyball and reaching a larger audience. With a growing fan base, increased sponsorship and a growing Tour schedule, we are excited to commence the 2007 tour season in Miami this April."

About the AVP, Inc.

AVP Pro Beach Volleyball Tour, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. AVP operates the industry's most prominent national touring series, the AVP Pro Beach Volleyball Tour, which was organized in 1983. Featuring more than 150 of the top American men and women competitors in the sport, AVP is set to stage 18 events throughout the United States in 2007. In 2004, AVP athletes successfully represented the United States during the Olympics in Athens, Greece, winning gold and bronze medals, the first medals won by U.S. women in professional beach volleyball. For more information, please visit www.avp.com.

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