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PROFESSIONAL BULL RIDERS COME TO THE OAKLAND ARENA PBR ENTERPRISE RENT-A-CAR TOUR FIRST TIME IN OAKLAND

OAKLAND, Calif. – February 2, 2005 – It's no bull that the Professional Bull Riders' (PBR) rodeos cause quite a stir, and at 8:00 p.m. on both Friday, February 10th and Saturday, February 11th, the Oakland Arena will host the newest PBR series, the Enterprise Rent-A-Car Tour.

Boasting the competing riders of Adam Carrillo, Jaron Nunnemaker, Dave Samsel, and bull fighter Jose Alejos Vonesh, this event will be sure to please those seeking non-stop excitement and drama.

Adam Carrillo, from Stephenville, Tex., co-founded the PBR with his twin brother and eighteen other bull riders in 1992, and has earned over \$364,000 throughout the past 12 years. With his first bull ride at age 13, Carrillo tasted his future success with his proudest moment in 1999 when he won two back-to-back event titles in Tunica, Miss. and Lexington, Ken.

Jaron Nunnemaker, from Willits, Calif., has earned almost \$400,000 in the past 8 years, crediting what he learned at the Gary Lefew Bull Riding School where he learned the fundamentals. Nunnemaker has won the California Cowboys Professional Rodeo Association title in bull riding in 1995, 1997 and in bullfighting for three years straight in 1995, 1996 and 1997. It wasn't until 1999 that he joined the PBR and qualified for the World Finals, what he states is "one of my greatest bull riding accomplishments." Ever since, he's been impressing people left and right.

Dave Samsel has earned over \$684,000 in 8 years, an amazing accomplishment. Even more amazing is that he didn't climb onto his first bull until the age of 24, well behind most professional riders who start at 13 or 14. He not only taught himself how to ride by watching bull riding videos, but he has also remained in the top twenty through the entire 2004 PBR season. Winning second at the 2000 PBR World Finals shot him to "star" status where he remains, bringing in crowds at PBR events where he rides.

Jose Alejos Vonesh is a professional bull fighter, whose main concern is protecting the bull riders from the raging bulls. He is one of the only professional horse whisperers in Latin American countries, though whether he speaks to them in English or Spanish is yet to be determined as he is bi-lingual and only the horses know. For ten years in a row, from 1994 to 2004, Vonesh received the title of Guatemalan protection Bullfighter of the year. He is the ten times Central American number one protection athlete, and ten times Guatemalan finals champion. In 2003 and 2004, he was an international bullfighter rat Troy Dunn's International in Australia, and a PBR bullfighter card holder since 2000. The bull riders are in good hands.

2006 PBR ENTERPRISE TOUR AT THE OAKLAND ARENA/2

For more information about the competing riders for the PBR Enterprise Rent-A-Car Tour at the Oakland Arena, please go to <http://www.pbrnow.com/competition/ENT/event.cfm?ID=06-521>

Tickets are on sale now and available through the Oakland Arena Box Office or Ticketmaster, by going to www.Ticketmaster.com or charging by phone at (510) 625-TIXS. Advanced tickets range from \$5.25 to \$45, with day-of tickets between \$7.50 and \$47.25.

For more information, please contact Jennifer Cooke at (510) 383-4930.

The Oakland-Alameda County Coliseum Complex, including the Oakland Arena and McAfee Coliseum, is home to the Oakland Athletics, Oakland Raiders and Golden State Warriors as well as a host of other sporting events, concerts and family shows. The Coliseum Complex is jointly owned by the City of Oakland and Alameda County and managed by the Oakland Coliseum Joint Venture (OCJV), owned in majority by SMG. SMG is the world's leading company in the private development and management of public assembly facilities, including 170 properties in arenas, stadiums, convention centers, performing arts centers and recreational facilities around the world.

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