



BPONG.COM™ HITS THE ROAD WITH JAY, THE TAILGATE GUY, FOR THE 2009 BPONG TOUR™

PONG ACROSS AMERICA

Chicago, Illinois – July 16, 2009 - BPONG.COM™, leading retailer of beer pong gear and founders of The World Series of Beer Pong™, have partnered with Jay DiEugenio, The TailGate Guy to bring beer pong on a tour across the nation. With stops at some of the nation's largest and most popular sporting events, the 2009 BPONG Tour™ will host an official BPONG beer pong area set up alongside Jay's famous pre-game barbequing and festivities at each tour stop. The 2009 BPONG Tour will also feature World Series of Beer Pong Satellite Tournaments™ at each stop of the tour, where players can win a paid entrance into The World Series of Beer Pong V™.

"It has always been a goal for BPONG to go on tour, and the opportunity to go on the road with Jay made perfect sense," said Billy Gaines, co-founder of BPONG.COM and The World Series of Beer Pong. "One of our key goals has always been to get to know our fans, and this tour gives us a great opportunity to meet beer pong players across the country."

The tour will kick off on July 29-31, 2009 at Seafair in Seattle, Washington and end at The World Series of Beer Pong V in Las Vegas, Nevada from January 1-5, 2010 at the Flamingo Casino and Hotel in Las Vegas. The tour will make stops at a wide variety of prominent events, including NASCAR races, NFL and NCAA College Football games, and The 69th Annual Sturgis Bike Rally.

Follow The 2009 BPONG Tour, Jay The TailGate Guy, and your favorite sporting events around the country this year!

The 2009 BPONG Tour is proudly sponsored by: **Road Trip – Beer Pong**, TableTender® and Spencer's.

For more information about **Road Trip – Beer Pong** please visit: www.roadtripbeerpong.com. For more information on TableTender® please visit: www.tabletender.com. For more information on Spencer Gifts please visit: Spencersonline.com.

For more information on The 2009 BPONG Tour, including a full list of dates and locations, please visit: www.bpong.com/tour. For more information about Jay The TailGate Guy, please visit: www.thetailgateguy.com.

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ABOUT BPONG.COM:

Founded in 2001, BPONG.COM is the official governing body of beer pong and the Center of the Beer Pong Universe™. BPONG.COM's founders have a deep love and respect for the sport of beer pong, and their website is the largest community for beer pong players to get together online. BPONG.COM also offers the most beer pong gear and equipment of any beer pong website in existence. Their goal is to bring together the numerous independent leagues across the country and form a single, unified league for the popular and fast-growing sport. For more information, please visit www.bpong.com.

ABOUT THE WORLD SERIES OF BEER PONG:

The World Series of Beer Pong is the largest, longest-running organized beer pong tournament in the world, created by beer pong players, for beer pong players. The fifth annual WSOBP will be held in Las Vegas January 1-5, 2010 and will offer the largest payout in beer pong history of \$50,000. Games are played on 8-foot BPONG tables, and The WSOBP rules govern in all gameplay. For more information about The WSOBP, please visit: www.bpong.com.

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ABOUT THE TAILGATE GUY:

Jay DiEugenio is The Tailgate Guy, an expert on one of the hottest trends in sports and recreation. Host of *The Tailgate Guy radio show*, author of multiple cookbooks and regular contributor to *Tailgater Monthly* and *TOP Tailgates magazines*, Jay DiEugenio is in his 5th year on the road as a professional Tailgater. Jay's had the unique privilege of tailgating with fans at every single NFL stadium in the country. When he's not tailgating, Jay spends his time networking with tailgating gurus and advocating for tailgater's rights, more at www.YourTailgateParty.com

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