



OAKLEY WEEKLY SPORTS MARKETING NEWS UPDATE

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FOOTHILL RANCH, CA

FEATURE: OAKLEY OWNS THE PODIUM AT WHITE STYLE

Last Saturday, February 2nd, the third anniversary of the Nissan White Style presented by Kona showcased sizzling international mountain bike freeride action in Leogang, Austria. The riders ripped the perfectly shaped slopestyle course until the late evening. Trond Hansen from Norway won the contest by showing the crowd a trick loaded run with lots of style. But also the other competitors surprised the spectators with amazing riding performance.

Over the years the Nissan White Style has become the opening of the season of European Freeride Mountainbiking and best athletes from all over Europe showed up to show their skills on snow.

This year's course was a lot better and due to better temperatures better to ride. Tricks like Tailwhips and Frontflips were possible on snow this year. With an awesome final run Trond Hansen (Oakley) took the podium from Beny Korthis who was leading after round one. Second place went to German rookie Amir Kabbani (Oakley) and third position went to a young gun Andi Wittmann (Oakley).



MUST READ:

KP CONTINUES HIS VICTORY ONSLAUGHT

Air & Style came home to Innsbruck this past Saturday, February 2nd. The competition took place with a 10.5 meters high quarterpipe in the famous Bergisel Stadium. The crowd went crazy with all the spins and technical tricks soaring above 6 meters. Especially when Jack Mitrani did his 8.7 meter high backside air.

Unfortunately Jack bailed hard on the coping when he went over the 10 meter mark. Luckily he could leave the hospital right in time to join the award ceremony and receive his Highest Air Award!

The winner of the day was Kevin Pearce with a 7.1 meter high corked backside five. Congrats Kevin that makes 3 TTR Titles for this season.



MILLSAPS TAKES SECOND IN ANAHEIM

Oakley long time athlete Davi Millsaps had one of his best nights to date this weekend in front of 43,785 fans at Angel Stadium. A three way battle ensued between Windham, Millsaps and Tim Ferry on lap nine for second place. Millsaps moved into second place where he would finish.



OAKLEY PLAYS THROUGH A CROWD OF 550K

The FBR Open was the perfect stage for Oakley's presence in the golf world. Combine the largest crowd in golf with close 550,000 people over the four-day tournament, including a record breaking single day attendance of 170,802 people. Through in the craziness of the famed 16th hole and the celebration of life on the other 17 holes and everywhere in between, and it really does not get any better. Oakley and the FBR Open are a prime example of irreverence meeting the golf community.

At the event, you had to be asleep not to experience Oakley. From our apparel, footwear, and eyewear being utilized on the course to the Oakley sponsored Greenskeepers areas to the presence of the Rolling O Lab, we were everywhere at FBR.

<http://oakley.com/community/news/article/id/660>



WELLS RIDES WAVE OF SUCCESS FROM ASPEN

In freezing conditions of Summit County, the US Open Big Air went down despite snow being swept across the landscape, but the field of 32 competitors were not deterred and jumped without hesitation. The finals showcased Colby West taking on Jossi Wells (Oakley). After two jumps it was even, but Colby pulled out a tight win on his last jump. This is Jossi's second consecutive silver medal, having just come off a 2nd at Winter X.

