

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**Entertainment Lighting Services Illuminates “X Games 14” Events
at the Los Angeles Staples Center**

*Leader in extreme live event lighting defies expectations
for ESPN’s extreme sporting event*

Los Angeles, CA – August 26, 2007 – Entertainment Lighting Services (ELS), a leading supplier of lighting and staging equipment, was tapped by ESPN for the third consecutive year to light X Games 14 held from July 31 to August 3, 2008 at the Los Angeles Staples Center. ELS lit a live global feed that featured motocross motorbike, BMX bicycle and skateboard competitions.

With its extensive technical production expertise and deep inventory of lighting and production gear for televised and filmed events, ELS easily overcame the event’s many logistical challenges. It was necessary that the production lighting simultaneously serve multiple purposes for multiple audiences– providing illumination for television cameras, the athletes and the live audience. Each of these groups was of equal importance – the event had to look outstanding both on camera and for the live audience, and it was critical that the performer/athletes be able to see the course properly. By hanging a single rig with both intelligent and conventional fixtures ELS was able to achieve a balance between providing the live video production team the support they needed, while still creating an exciting live event for the audience in the arena.

“Our expertise in lighting gear and television production makes ELS the perfect lighting partner for the X Games” said Matt Talent, ELS’ Senior Account Manager and the person responsible for ELS’ involvement. “Every year, the X Games affords us the opportunity to flex our creative and technical muscles – it truly is an eXtreme lighting environment. We were able to use our lights practically as well as artistically, both to light the athletes and commentators, while also giving texture and high-impact branding logos for the live audience.”

The X Games is a fast-paced production – activity switches quickly between the skateboarding and motocross events. There is only the time during short commercial breaks to queue the new area. These quick changes require a lighting team to repurpose the equipment almost instantly.

“Year after year, ELS brings the commitment and dependability I need to make the X Games a success” said Lighting Designer David Flad. “Their unparalleled inventory and staging experience provided me with the highest quality equipment to get the job done the right way.”

About Entertainment Lighting Services

Established in 1991, Entertainment Lighting Services (ELS) is a leading supplier of lighting and staging products, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals nationwide. Visit ELS online at www.elslights.com.

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