



## MEDIA INFORMATION

Monday, January 9, 2012

### **BRET MICHAELS' *GET YOUR RIDE ON* TO SERVE AS MONSTER ENERGY AMA SUPERCROSS OPENER ALL SEASON ON SPEED™**

#### **ROCKER, RIDER, REALITY STAR AND SUPERCROSS FAN LENDS MUSICAL TALENTS TO SPEED BROADCASTS**

#### **VIDEO CUSTOMIZED FOR EACH RACE THROUGHOUT THE SEASON**

Rock star Bret Michaels, who has sold over 32 million albums and familiar to fans worldwide as the star of *Rock of Love*, *Life as I Know It* and the winner of Donald Trump's *Celebrity Apprentice*, lends his musical talents to the Monster Energy AMA Supercross season with an exclusive song and video that will be edited specifically for each race throughout the season.

Video link: [http://www.speedtv.com/video/moto-racing/sx-bret-michaels-theme-song-1373338977001/1#\\_vtop](http://www.speedtv.com/video/moto-racing/sx-bret-michaels-theme-song-1373338977001/1#_vtop)

"We are honored that Bret took his time to write and perform the song 'Get Your Ride On' for SPEED," said Frank Wilson, SPEED Vice President of Production and Executive Producer. "Over the years Bret has shown his passion for Supercross racing is genuine and we are sure this video will get our fans fired up for the Supercross season, as it did us."

Michaels, who has a motorcycle dirt track on his property, is also known as a hardcore motorcycle enthusiast both on and off the track and is the sponsor of the *Rock Hard-Ride Hard Award*, given to the season's hardest charging Monster Energy AMA Supercross rider. In the spirit of the undying will to succeed, Michaels is donating \$10,000 as an award to one deserving rider. The award is presented to a rider, who like Bret, battled through adversity either on- or off-the-track. Michaels, who has been a Type 1 diabetic since age six, suffered a brain hemorrhage and most recently underwent heart surgery, will present the award to the rider who battles back throughout the 2012 Monster Energy Supercross season. Michaels will be on hand to present the winner with the award at the season finale at Las Vegas' Sam Boyd Stadium on Saturday, May 5.

"As a true motorcycle enthusiast and Supercross fanatic, it's an honor to have written and performed the song 'Get Your Ride On' for the first-ever opening sequence for the Monster Energy AMA Supercross series this season on SPEED," said Michaels. "This season also brings the second annual Rock Hard-Ride Hard Award. Chad Reed won it last season and I am excited to kick the season off and to see who will win it this year."

Supercross returns to SPEED on January 14, live from Phoenix at 9:30 p.m. ET. To follow the Monster Energy AMA Supercross season on SPEED, please visit: <http://moto-racing.speedtv.com/ama-supercross-motocross/>.

#### **About SPEED™**

SPEED, anchored by its popular and wide-ranging coverage of NASCAR, is the nation's first and only cable television network dedicated to automotive and motorcycle racing, performance and lifestyle. Now available in nearly 84 million homes in North America, SPEED, a member of the FOX Sports Media

Group, is among the industry leaders in interactive TV, video on demand, mobile initiatives and broadband services, including SPEED2, a groundbreaking new broadband network featuring live, streaming and on-demand events complementing offerings of the linear network. For more information, please visit [SPEED.com](http://SPEED.com), the online motor sports authority.

### **About FOX Sports Media Group**

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching almost 30 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

### **About Bret Michaels**

Bret Michaels is a multi-platinum selling artist having sold over 32 million albums worldwide. In addition to being a rock star, he is also known as a survivor, entrepreneur, philanthropist and actor. His music can be heard throughout such hit shows as "Rock of Love" and "Bret Michaels: Life as I Know It," and most recently was included in Extreme Makeover: Home Edition Gibbs Family. Michaels has parlayed his creativity into partnerships with such brands as PetSmart, Snapple and Dean Guitars. Living with Type 1 Diabetes since the age of six, Michaels has launched his own Diabetes Lifestyle Kit, sends children to camp through his "Life Rocks" fund and is involved in numerous events centered on diabetes. He has created a signature line of guitars with Dean, a bestselling diet drink with Snapple and the "Bret Michaels: Pets Rock" collection with PetSmart. Michaels charitable involvement and business acumen extends even further. For more information visit [BretMichaels.com](http://BretMichaels.com)

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