



**UNIFIED
BOULDERING
CHAMPIONSHIPS**

FOR IMMEDIATE RELEASE

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**NE2C PRODUCTIONS ANNOUNCES LAUNCH OF THE UNIFIED BOULDERING
CHAMPIONSHIPS PRO TOUR**

Leveraging the power of competition to define the culture of climbing and to grow the sport

Consistent with its tradition of pushing the boundaries for competition climbing, NE2C Productions (NE2C) is pleased to announce its 2010 tour of professional climbing events: The Unified Bouldering Championships Pro Tour (UBC). Athletes will compete for cash as well as cumulative and individual points rankings at each UBC Pro Tour event, crowning event championships and overall UBC Pro Tour Champions each year.

Representing the cutting edge of climbing, event broadcast, production value and the future progression of the sport, the UBC Pro Tour will be the premier platform across the climbing world and in 2010 NE2C is bringing in multiple new partners to make it happen. "Over the past five years, we've been fortunate to establish key working relationships with all of the important players in competition climbing and in 2010 we're going to build substantially on what has previously been seen." says Pete Ward of NE2C Productions. "This year's UBC pro tour will include new events, starting with the Roc Comp at Earth Treks and feature much closer working relationships with all parties who have helped push competition climbing forward. In particular I'm most pleased with our continuing dialogue with USA Climbing. We have very much enjoyed the process of working to align our vision with USAC and are looking forward to doing everything we can in 2010 to support USAC events."

Jason Danforth of NE2C continues, "A competitive, sustainable pro climbing tour serves all corners of the climbing community. Top athletes are directly compensated for performance while providing them a platform to showcase their personalities and represent the brands that support their careers. The top brands in climbing finally have a first class channel to speak directly with the climbing community, and anyone who cares about the most exciting moments in our sport will have more and better opportunities to see it up close and personal than ever."



“But most important,” Danforth continues. “The UBC Pro Tour will be a lightning rod for our industry: A call to arms for the brightest talents and prime movers in climbing, and an opportunity to communicate with one voice, to the widest possible audience, the excitement, culture, and values of our sport.”

Look for more big announcements coming across 2010 as NE2C works to produce the sport’s biggest events and support competition climbing nationwide including a recently established 2011 goal of hosting the UBC Tour Kickoff *inside* the Salt Palace at the Outdoor Retailer Winter Market. “Outdoor Retailer is excited to help bring a high-level bouldering competition to the Winter show in 2011” Says Outdoor Retailer Show Director Kenji Haroutunian. “In partnership with NE2C and in service to the climbing community at OR. This event would kick off the climbing and comp season in January with a bang and take advantage of the critical mass of climbing athletes, brands and dealers from around the world. In addition to the super-successful Bouldering Championship Series at Outdoor Retailer in August 2010, we’re confident NE2C will bring their experience to bear on a new event to open the year in Salt Lake City in 2011.”

“Our crew is tremendously excited to carry on the tradition for competition that we have established,” says Ward. “Whether it’s top quality venues or continuing to establish the future of broadcast media for climbing, we are pumped up to continue representing our sport in the best possible light. The Bouldering Championships has for many years represented the best of climbing and the passion and dedication of the people who contribute to competition climbing is the single biggest asset for our sport. People care about climbing and what it will become, and that matters.”

Consistent with the vision of the many climbers who have contributed to Bouldering Championships over the years, NE2C has a firm commitment to make the UBC Pro Tour the single biggest asset for all of climbing, not just those excited about competition.

For more information, please visit the tour homepage at www.boulderingchampionships.com

About NE2C Productions

NE2C has a demonstrated track record as the climbing industry’s top production company, specializing in creating marquee event platforms. Responsible for the planning, development and execution of the Bouldering Championships Pro Tour (formerly, the Mammut Bouldering Championships 2006 - 2009) as well as major events such as The Nor’easter powered by Eastern Mountain Sports, NE2C events are the most entertaining, innovative, media driven events in North America.

NE2C Managing Partners Jason Danforth and Pete Ward are passionate climbers and entrepreneurs and NE2C Productions includes an extensive and talented network of staff that supports NE2C events, showcasing climbing in the best possible light. www.ne2cproductions.com

