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Skateboarding's Biggest Names Battle it Out in Big Apple, Chris Cole Takes First and Claims \$100,000 Cash Prize

Cole, P-Rod, Pudwill and Salabanza Go Head-to-Head for First-Ever New York Title at World's Greatest Skateboarding Event

(New York – June 6, 2010) – The first-ever Maloof Money Cup New York, presented by Vans, came to a close today as the Volcom Street Pro Finals and World Industries Am contest capped off two days of amazing competition. Held at the newly constructed Maloof Cup skatepark in Flushing Meadows Corona Park, Queens, the event brought out more than 25,000 skateboarding fans, many camping out overnight in anticipation. Celebrity guests including Susan Sarandon, NY Jets Quarterback Mark Sanchez, Green Bay Packers' Ryan Grant, Jamie Lynn Sigler, Lil Jon, Gossip Girl's Matthew Settle, NY Giants players Adam Koets and Gerris Wilkinson and former Atlanta Falcon Jamal Anderson were also on hand as skateboarding's biggest names christened the newly constructed park that will be donated to the City next week thanks to Vans and the NYC Parks & Recreation Department's "Adopt-a-Park" program.

Reigning MMC Champ Chris Cole went head-to-head with 2008 Maloof Money Cup Champ Paul Rodriguez in the finals. The packed house braved temperatures reaching 90-degrees to watch the 12 finalists battle it out for skateboarding's largest prize purse. The stage for the competition was a brand new skater-designed street course incorporating features modeled after iconic NY skate spots such as the Brooklyn Banks and the Flushing Meadows ledge over the grate.

Once again, Chris Cole came out to win, landing a backside 270 lipslide on the 9-stair rail, a front blunt to fakie and a huge switch 360 flip. P-Rod and Cole were neck-and-neck throughout the finals and P-Rod's switch frontside smith grind on the big rail and a perfect switchflip on the 9-stair rail made it a historic race for NY's first-ever Maloof Money Cup title. Third place finisher and Tech Deck Best Trick winner Torey Pudwill landed an amazing backside smith grind up the 3-stair hubba that moved the crowd to its feet and Frenchman Bastien Salabanzi amazed the crowd with some truly inspiring skateboarding.

2010 MMC NYC Final Results:

1. Chris Cole -- \$100,000
2. Paul Rodriguez -- \$40,000
3. Torey Pudwill -- \$25,000
4. Bastien Salabanzi
5. Sean Malto
6. Sierra Fellers
7. Ryan Decenzo
8. Peter Ramondetta
9. Greg Lutzka
10. David Gonzalez
11. Keegan Sauder
12. Caswell Berry

About Maloof Money Cup

Now in its third year, the Maloof Money Cup, presented by Vans, has been dubbed the "world's greatest skateboarding event." Tickets for the 2010 Maloof Money Cup Orange County will be available soon at all Ticketmaster locations, online

at ticketmaster.com, by calling (714) 740-2000 or (213) 480-3232 or at the OC Fair & Event Center Box Office at the Pacific Amphitheatre. The New York event will offer FREE admission. Join our network to share the competition experience with a global audience and be the first to know about exciting upcoming MMC news and contests. Go to www.maloofmoneycup.com for photos, videos and all the behind-the-scenes action. Follow us on Facebook and twitter: @maloofmoneycup. # # #