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Hip hop media phenomenon SickStep leads PMX's inaugural dance exhibition

Los Angeles – Award-winning hip hop dance group SickStep will headline **.pure furisuta**, the break (bboy) dancing hip hop exhibition at Pacific Media Expo (PMX), Nov. 10-11.

“Furi-suta is short for freestyle in Japanese, and means to be free on the dance floor,” said Christine Sunga, event coordinator. “The exhibition is titled ‘pure furisuta’ because it means to purely be able to express yourself individually and as a whole within a group. This is the first time an American convention has reached out to fans of the Asian hip hop lifestyle. We asked SickStep to appear because they’re one of the best and they remember where hip hop dance comes from even as they focus on where it's going.”

Famed for their intense and extraordinary bboy dancing, SickStep members have performed in virtually every form of media, including commercials for the Intel Corp. and *Stargate: Atlantis*, music videos by the Black Eyed Peas and Jennifer Lopez, television’s *So You Think You Can Dance*, *MAD TV*, *Gamehead* and *The Drop*, as well as films *Austin Powers in Goldmember* and *Memoirs of a Geisha*.

.pure furisuta is complimentary after PMX registration and features performances by SickStep and other local dance groups on Nov. 10 directly after LiN CLOVER. Fans will be given the opportunity to learn directly from professionals Nov. 11, which will offer multiple panels on various dance techniques.

About Pacific Media Expo: America's first major media trade show dedicated to Asian-Pacific popular culture and entertainment, Pacific Media Expo (PMX) is an industry event sponsored by the Pacific Media Association. Pacific Media Expo will be held Nov. 9-11 at the Hilton Los Angeles Airport. The show will feature honored guests, live performances, panel discussions, autograph sessions, Asian cinema and animation video rooms, art exhibitions and one of the country's only exhibit halls dedicated to Asian media and pop culture.

About Pacific Media Association: Pacific Media Association, a not-for-profit company, is dedicated to promoting the Pacific Rim's entertainment and media industries. PMA specializes in Asia's cultural exports, such as anime and manga, music and live entertainment, live-action television and films, and diverse cultural lifestyles, while building creative communities and promoting Asian awareness within the United States. PMA is the parent company of Pacific Media Expo. The Pacific Media Association is located in Los Angeles, California, USA.

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