



BI-LO AND B93.7 TEAM UP TO REWARD FANS AT THE 2008 GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS

*Cycling Fans with Superior Tailgating Skills Vie on August 31
for \$500 BI-LO Gift Card*

FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (August 6, 2008) – Are America's most enthusiastic cycling fans found on the windy road up Brasstown Bald in Georgia, or along the Pacific Coast Highway in California, or on the twisting ascent of Paris Mountain in South Carolina? BI-LO, with the help of WFBC-FM B93.7, are setting out to prove that Greenville, S.C. is home to America's best cycling fans with the "Best Tailgate Party" contest during the Greenville Hospital System USA Cycling Championships on Labor Day weekend.

As a gold sponsor for the event, BI-LO will provide a \$500 Gift Card to the fans who display the most spirit and Best Tailgate Party for the Professional Road Race championship on Sunday, August 31. Spectators along the route will be encouraged to spend the day along the road race route with tents, chairs, picnic lunches, noisemakers, signs and positive support for the 150 cyclists who will ride 110 miles for the championship. The route will begin and end in the West End section of downtown Greenville, and include four laps over Paris Mountain. Fans setting up tailgate parties in the downtown area will get to see the pro cyclists pass 10 times, which include four long laps and six shorter in-town circuits.

Heidi Aiken, the popular morning show personality from WFBC-FM, B93.7, will return as the official judge for the fan contest, and will be in the official race caravan in the BI-LO Bonus Car to observe the tailgating frenzy along the entire course. On the final lap of the race, Aiken and the other judges will award the fans with the best tailgate party a \$500 BI-LO Gift Card. Last year Jerry Neil and Eddie Saunders won the BI-LO Best Tailgate Party for "the King of Paris Mountain".

New for 2008 will be two days of Stars and Stripes Challenge recreational events for amateur athletes, with net proceeds raised being donated to support cancer research. A Stars and Stripes 5K Challenge will be held at 8:00 a.m. at CU-ICAR on Saturday and a Stars and Stripes Cycling Challenge will be held at 7:30 a.m. in the West End on Sunday. BI-LO will return this year as the sponsor of the



Family Fun Ride on Sunday morning. Beginning at 10 a.m. in the Falls Park area, the BI-LO Family Fun Ride will be free for all families. Also in Falls Park, from Noon to 6:00 p.m., spectators for the professional Road Race will have complimentary access to the BI-LO Family Activity Area presented by Powerade.

Both Stars and Stripes Challenge charity events will be followed by the Greenville Hospital System USA Cycling Professional Championships to crown the top pro cyclists in the country in two disciplines, the time trial known as the "race against the clock", and the road race. The individual time trial championship will take place from 11:00 a.m. to 1:00 p.m. on Saturday, August 30 at the CU-ICAR. The professional road race championship will begin at 1:00 p.m. on Sunday, August 31 in the West End and is expected to finish between 4:00-5:00 p.m.

For more information on race routes, Stars and Stripes Challenge registration and a full schedule of events, visit the official website, www.usacyclingchampionships.com.

ABOUT BI-LO

BI-LO, headquartered in Mauldin, SC, operates 220 grocery stores in South Carolina, North Carolina, Georgia and Tennessee. The company employees approximately 16,200 people.

ABOUT GREENVILLE HOSPITAL SYSTEM

Established nearly a century ago, Greenville Hospital System University Medical Center (GHS) is a not-for-profit academic health organization committed to medical excellence through research, education, clinical expertise and technological advancement. GHS is accredited by the Joint Commission of Accreditation of Hospital Organizations (JCAHO). With five campuses and 1,268 licensed beds, it is one of the largest not-for-profit healthcare providers in South Carolina. GHS provides comprehensive healthcare through its flagship tertiary referral and education center (Greenville Memorial Hospital), two acute-care and one long-term care hospitals, short-stay surgical hospital, integrated children's and women's hospitals, nationally-recognized cottage-concept nursing home, outpatient facilities, wellness centers, community outreach programs and extensive medical education program that includes 11 residency/fellowship programs. GHS currently offers more than 570 clinical trials, including several first-in-nation cancer-treatment trials. To learn more, go to www.ghs.org.

ABOUT PALMETTO PELOTON PROJECT

The Palmetto Peloton Project (P3), based in Greenville, S.C., exists to promote the advancement of cancer research and advocacy efforts locally, regionally and nationally through fundraising cycling events. Through support from local businesses and enthusiastic cyclists, the Palmetto Peloton Project has raised over \$250,000 for cancer research and advocacy since its inception in 2005. In 2007 as part of the Greenville Hospital System USA Cycling Professional Championships, P3 will host the "Stars and Stripes Challenge", recreational cycling and running events to support local cancer research. For more information, visit www.palmettopelotonproject.org.

ABOUT MEDALIST SPORTS

Medalist Sports is a full-service international sports marketing company. Medalist Sports specializes in the planning, promotion and management of multi-day, multi-jurisdiction sports and special events. The Medalist Sports team has experience in all facets of the successful management and promotion of world-class sporting and cycling events in the United States, England, Australia and China. Clients and event experience include the Tour DuPont, Tour de Georgia presented by AT&T, Amgen Tour of California, Tour of Missouri, USA Cycling, Inc. and the Lance Armstrong Foundation's LIVESTRONG Challenge Series. Medalist Sports' headquarters are located south of metro Atlanta at P.O. Box 415, Tyrone, GA 30290. The company website is www.medalistsports.com.

ABOUT USA CYCLING

Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX and cyclo-cross. As a membership-based organization and sanctioning body, USA Cycling consists of 64,000+ members, including 57,000 competitive cyclists, 1,500 coaches, 4,000 student-athletes, 2,200 officials, 350 professional cyclists, and 200 certified mechanics. USA Cycling also sanctions 2,500 competitive and non-competitive organized cycling events throughout the United States annually, as well as 1,800 clubs and teams. Associations of USA Cycling include the United States Cycling Federation (road, track & cyclo-cross), the National Off-Road Bicycle Association (mountain bike), the BMX Association, the National Collegiate Cycling Association and the United States Professional Racing Organization. USA Cycling is also responsible for the identification, development, support and promotion of American cyclists through various athletic initiatives and programs including the USA Cycling National Development Team, the USA Cycling Women's National Team, the USA Cycling Junior Development Team, Talent Identification and Regional Development Camps, domestic and international race calendars, direct athlete funding and support programs, and educational camps and seminars. USA Cycling also fields and supports U.S. National Teams for various international events, including the Olympic Games, World Championships, Pan American Games, Continental Championship and World Cups across all levels and disciplines of competitive cycling. USA cycling further supports grass roots and locally-based initiatives through its 32 Local Associations and comprehensive network of licensed and certified coaches and officials. Additionally, USA Cycling conducts National Championship events for amateur and professional cyclists, awarding more than 600 national titles annually to men and women in junior, U23, masters, elite, professional and paralympic categories throughout the various disciplines of competitive cycling. To learn more about USA Cycling, visit www.usacycling.org. For media-related or general inquiries, please contact USA Cycling Director of Communications, Andy Lee at 719-866-4867 or alee@usacycling.org.

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