



LITESPEED PRODUCES COMMEMORATIVE BICYCLE FOR THE 2008 GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS

FOR IMMEDIATE RELEASE

Contacts:

Chris Aronhalt, Medalist Sports (Executive Director)
Phone: 770-631-1239
E-Mail: chris.aronhalt@medalistsports.com

Jackie Tyson, Peloton Sports (PR)
Phone: 678-362-6228
E-Mail: USPROpr@pelotonsports.net

GREENVILLE, S.C. (August 13, 2008) – The American Bicycle Group's Litespeed brand of high performance bicycles has been named the official bicycle of the 2008 Greenville Hospital System USA Cycling Professional Championships, August 30-31 in Greenville, SC. Litespeed Bicycles, noted for their sleek design and titanium frames, are hand built at the American Bicycle Group factory near Chattanooga, Tenn. and are considered one of the top brands of U.S.-manufactured bicycles.

As the official bicycle of the two-day professional championships, Litespeed will be producing a limited-edition model. These titanium bicycles are valued at \$5000 and feature a custom graphics package incorporating the stars and stripes theme for the championships. The custom graphics package is done individually for each bike, making each model unique. Four of these limited-edition models will be integrated and made available through exclusive charitable and hospitality opportunities.



"We are super excited about our Labor Day weekend being so full of racing. This year there are several fast guys going for it and we look forward to seeing just how fast they can go in the Time Trial," said Peter Hurley, CEO of American Bicycle Group. "We are also looking forward to putting in a few laps on the road race course with the Palmetto Peloton Project ride on Sunday morning. We are very glad to be a part of the celebration."

Litespeed's USA Cycling Professional Championships bicycle will be featured in the August issue of *VeloNews* as part of the company's advertising campaign. The ad will announce Litespeed as the official bicycle of the Professional Championships. Cycling fans will be able to test ride a variety of Litespeed bicycles and talk to representatives in Greenville during the Individual Time Trial Championship on Saturday, August 30 and during the Stars and Stripes Bicycle Challenge recreational ride on Sunday August 31.

The GHS USA Cycling Professional Championships will feature two national championship races and a full schedule of recreational activities over Labor Day weekend in Greenville, S.C. The Professional Individual Time Trial Championship will begin at 11 a.m. on Saturday, August 30, on a 20.7-mile closed course within the

Clemson University-International Center for Automotive Research (CU-ICAR) in Greenville. The Professional Road Race Championship will begin at 1 p.m. on Sunday, August 31, in the West End, and the 115-mile event is expected to finish between 4 p.m. and 5 p.m. Two recreational events are also planned this weekend to raise money for cancer research. The new Stars and Stripes 5K and 1 Mile Fun Run/Walk will be held at 8 a.m. on August 30 at CU-ICAR, and the Stars and Stripes Challenge Ride will be held from 7:30 a.m. to Noon on August 31 at the Road Race start/finish. For details about each professional race, the Stars and Stripes Challenge events, volunteer position available and hospitality passes, visit the official website:

www.usacyclingchampionships.com.

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 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 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 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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