



medalistsSPORTS



USA CHAMPION BLEND COFFEE INTRODUCED BY CAFÉ:INE FOR 2008 GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS

FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (August 26, 2008) – Café:ine Coffee Café has been named the official coffee of the 2008 Greenville Hospital System USA Cycling Professional Championships. The Buford, Ga.-based company will offer an exclusive blend of coffee with custom packaging during race weekend, August 30-31 in Greenville, naming it USA Champion Blend.



“We are very happy to offer a special USA Champion Blend for a limited time to all cycling fans. This is a special blend of coffee that really delivers a great cup. We are ecstatic about our involvement as the official coffee of this great weekend of racing,” said Jason Kriel, co-owner and founder of Cafeine.

Cafeine was created with the love of gourmet coffee by Jason and his brother Eric. Jason is an elite amateur cyclist, and his brother Eric is an enthusiast of cycling. The company is known for micro roasting. It also supports many cycling events across the country, “keeping race fans caffeinated at bike races”.

The USA Champion Blend has been roasted for a distinct smooth, creamy flavor that is low in acidity. Cycling fans will have the opportunity to purchase this coffee and other treats at the Greenville Hospital System USA Cycling Professional Championships this weekend at the company’s cyclingcoffeecafe.com Airstream mobile coffee shop.

For more information on Café:ine Coffee Café, visit www.cyclingcoffeecafe.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 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 aalee@usacycling.org.

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