



ENTERCOM RADIO GROUP RETURNS AS THE OFFICIAL MEDIA PARTNER FOR GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS

The five-station group will provide promotional support to the two-day cycling championships

FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (July 28, 2008) – The Entercom Radio Group, one of Greenville’s largest radio groups with five stations playing a variety of formats, will return as the official media sponsor of the Greenville Hospital System USA Cycling Professional Championships, to be held August 30-31 in Greenville, S.C. This will be the third year that Entercom has teamed with the Greenville Hospital System to support this event.

Entercom, a gold sponsor, whose stations include WORD-AM 1330/950; WSPA-FM "Magic 98.9"; WGVC-106.3 WORD FM; WROQ-FM Rock 101; New Rock 93.3 WTPT-FM The Planet; and WFBC-FM B93.7 Hit Radio, will provide on-air and online promotional support in the weeks leading up to the race. This support will include promotional spots on each station. News-Talk station WORD-AM 950 will feature live spots at the Individual Time Trial on Saturday, August 30 and the Road Race Championship on Sunday, August 31, as well as live streaming at its website, www.newsradioword.com. WROQ-FM Rock 101 will be on site at the Road Race Championship on Sunday, August 31.

In addition, WSPA-FM "Magic 98.9" will be on-site at the Stars and Stripes 5K Challenge and Fun Run on Saturday, August 30 and support the POWERade Kids’ Race on Sunday, August 31. Entercom will also host a free concert on Saturday evening called “Greenville Rocks.” For the third consecutive year, Entercom will partner with BI-LO to award the best tailgate party along the road race course with Heidi Aiken of WFBC-FM B93.7 serving as the official judge for the fan contest.

“Entercom Greenville is proud to be a part of such a heritage community event,” said Shellie Bowser, Promotions and Marketing Manager for Entercom Greenville. “The 2008 Greenville Hospital System USA Cycling Professional Championships are fantastic events for Greenville, SC, and Entercom is excited to spread the message about the championships to our wide array of listeners.”

The Greenville Hospital System 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. Over 80,000 fans are expected to line streets of Greenville and the surrounding communities to watch the nation’s best cyclists compete. The USA Cycling Professional Individual Time Trial Championship was won last year by Salt Lake City’s David Zabriskie, and will take place on Saturday, August 30 at 11:00 a.m. The USA Cycling Professional Road Race Championship, won last year by Levi Leipheimer of Team Astana, will take place at 1:00 p.m. Sunday, August 31. Other activities will include a health & wellness expo and the “Stars and Stripes Challenge” fundraising ride, hosted by the Palmetto Peloton Project. For more information, visit the official website, www.usacyclingchampionships.com.

ABOUT ENTERCOM RADIO

Entercom Communications Corp, based in Pennsylvania, is one of the largest radio broadcasting companies in the United States. Entercom owns and operates a nationwide portfolio of radio stations. Our multi-station operations have leading positions in virtually all of our markets, which include: Boston, Seattle, Denver, Sacramento, Cincinnati, Portland, Kansas City, Indianapolis, Milwaukee, Austin, Norfolk, Buffalo, New Orleans, Providence, Memphis, Greensboro, Rochester, Greenville/Spartanburg, Madison, Wichita, Wilkes-Barre/Scranton, Springfield and Gainesville/Ocala. Entercom's stations provide many different types of programming from oldies to rock, news/talk to country, smooth jazz to sports. In addition, the Company is the exclusive radio broadcaster of the Boston Red Sox, Boston Celtics, Seattle Seahawks, Seattle Supersonics, New Orleans Saints, Buffalo Sabres and numerous major college sports teams. For more information, visit <http://www.entercom.com/>.

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 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 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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