

KENDA CUP WEST



KENDA CUP EAST



SPECIALIZED

Press Release

Huntington Beach, CA-
February 16th, 2009

U.S. Cup announces series contests and contingencies for amateur riders.

The U.S. Cup presented by Specialized is pleased to announce some very exciting series contest and contingencies available for amateur racers competing in the **2009 Kenda Cup West and Kenda Cup East series events.**

With its focus on providing amateur racers a better and more rewarding experience, the U.S. Cup has partnered with some of the bicycle industry's leading companies to provide some unbelievable opportunities for amateur riders competing in the Kenda Cup West and Kenda Cup East series events.

KENDA PODIUM KICKBACK: Open to all racing categories, the Kenda Podium Kickback program will reimburse the race entry fee for one male and one female class winner at each of the Kenda Cup West/East series rounds.

- Kenda staff on site at each race will randomly select one male and one female class category winner at each of the Kenda Cup West and Kenda Cup East series events.
- If the chosen male and female winning riders have Kenda tires on their race bikes, they each will receive a check from Kenda USA refunding the cost of registration for that race. Checks will be mailed to the winners from Kenda USA.
- Paid for by Kenda USA.

HAYES LUCKY 12-One racer at every Kenda Cup West, Kenda Cup East series round and one back up winner will be selected from the event **pre registered** rider list at random via sports base online computer system to receive the following:

- Round trip airfare to Las Vegas
- Two nights hotel stay
- \$250 spending money
- Access to Interbike show at Sands Convention Center
- Participate in Hayes promotion at Interbike tradeshow booth
- Interview with USA Cycling at Interbike tradeshow booth
- Free entry into the U.S. Cup unification "Shootout" round in Vegas on Sept. 26th
- **Hayes Ride Kit-**Each of the "Hayes Lucky 12" will receive a complete cross-country component package, including a **Manitou R7 MRD fork**, **Hayes Stroker Gram brakes**, and a **Sun Ringlé Black Flag wheel set.**
- Pit space and Hayes technical support for winners at unification race in Las Vegas
- Available to riders aged 18 and up only.

- Must pre-register for event via sports base online to be eligible.
- Winner must be able to participate, otherwise back up winner to be chosen.
- Paid for by Hayes Bicycle Group

SPECIALIZED YOUTH MOVEMENT: The first five male and female pre registered riders 18 years and under to sign up for a Kenda Cup West or Kenda Cup East series event will be refunded the cost of registration up to \$25, via a VISA check card.

- Registration and refund value to be set at \$25.
- Winner will receive VISA Card at the day of the event
- Must be present on race day to claim award.
- Rider must be in 18 year or under categories to be eligible
- Must pre-register for event via sports base online to be eligible.
- Paid for by Specialized

SHO-AIR U.S. CUP ULTIMATE EXPERIENCE ESSAY: This 250 word or less essay contest must be submitted through the dedicated contest page on U.S. Cup website. Here riders can share their ultimate race experience at a U.S. Cup series event. One Winner from the Kenda Cup West and Kenda Cup East series will be selected at the end of the respective series dates.

- Open to all racers competing in a Kenda Cup West or Kenda Cup East Series event
- Only one entry per rider/per event allowed. Rider can submit one essay for every round they attend.
- Only entries submitted on U.S. Cup website will be eligible for contest.
- Winner must show proof of entry to be eligible
- Winners from each series (Kenda Cup West/Kenda Cup East) will receive the following:
- Round trip air fair to Huntington Beach, CA
- Two night hotel stay
- \$250 spending money
- Ride day with Sho-Air/Specialized Factory team. Includes transportation in team bus to riding spot.
- Each winner will receive: 1 Team Sho-Air Kit-Shorts, jersey, gloves, helmet, shoes, glasses.
- Winners will come out in October for contest
- Must be 18 years or older or have accompanying legal guardian to be eligible.

Ty Kady-US Cup Marketing Director:

“We are very excited to have companies like Hayes, Kenda and Specialized backing the U.S. Cup series with such great contests,” says Ty Kady, the marketing director of the U.S. Cup. “ I wish these contest were available when I was racing; we really hope to provide an experience of a lifetime for these winners.”

Jim Wannamaker-North America Marketing Director- Bicycle Division – Kenda USA

“Kenda is proud to sponsor this race series and we look forward to a great year in 2009. This new series will give racers what they have asked for- more prizes, more fun, affordability, easier access and the opportunity to race whatever their skill level is,” reflects Wannamaker. “We want people to get on their bikes and ride, train for the race, pedal hard, and have a good time. And we encourage all the riders that attend and compete to spread the news about the series so we have more riders show up.”

Clayton Goldsmith, Hayes Sponsorship and Event Coordinator, says that the series is critical to the future success of mountain bike racing in the United States. "Supporting the new U.S. Cup series was a strategic decision for us. Having a successful national level series is important for the athletes, for our brands, and for the industry as a whole. Our goal with this program is to provide a real incentive for amateurs to come out and race, while giving the "Hayes Lucky Twelve" an opportunity to enjoy a very memorable event."