

2007 U. S. OPEN CYCLING CHAMPIONSHIPS ANNOUNCED
Inaugural Event to be Broadcast on NBC Sports

Richmond, Virginia (*September 28, 2006*) – **Red Five Sports Group** and **NBC Sports** today announced the inaugural U. S. Open Cycling Championships. The race will run from historic Williamsburg to Richmond, Virginia on Saturday, April 7, 2007 and will be broadcast nationally on NBC Sports from 2:00 p.m. to 4:30 p.m. Eastern Time. The event will feature both men's and women's professional races.

The U. S. Open Cycling Championships is a new event developed in partnership with USA Cycling, the national governing body for the sport. The race will become one of the cornerstones of American cycling and will attract top teams and athletes from around the world. Furthermore, the event will showcase the historic scenery and attractions of the State of Virginia just weeks before the 400th Anniversary of America's first permanent English settlement in Jamestown, Virginia.

“The television production of the U. S. Open Cycling Championships will showcase bicycle racing in a way that has never been done before,” said **Richard Durishin**, one of the founders of Red Five Sports Group. “Over 60 million Americans participate regularly in cycling each year. We will televise this event in a way that captures the character of cycling for anyone who has ever ridden a bike.”

NBC Sports will broadcast more than two hours of coverage of the U. S. Open Cycling Championships, making it the first national network coverage of an American road cycling event since 1996.

“We are pleased to carry the U. S. Open Cycling Championships and to bring this thrilling event to our national audience over Easter weekend.” said **Jon Miller**, Senior Vice President of Programming for NBC Sports. “The event is an excellent fit with NBC's Olympic programming goals.”

“Red Five Sports Group is excited about the opportunity that the U. S. Open provides for the sport of cycling. Partnering with NBC gives us the means to showcase this great sport to a national audience, and provides all of our event partners with a powerful promotional platform,” said **Tim Miller**, the event's Director.

Additional details about the U. S. Open Cycling Championships, including the race route, event partners, and the official web site will be announced in the coming weeks.

About Red Five Sports Group

Red Five Sports Group, Inc. is a sports marketing and event management company based in Virginia with offices in Richmond and Providence, RI. Red Five Sports Group specializes in the development and production of professional cycling events. The company's principals have a wealth of experience in hospitality, sponsorship development, and event production and execution. For more information contact Red Five Sports Group's Director of Business Development, Richard Durishin, at 401-521-0015.

About USA Cycling

Recognized by the U.S. Olympic Committee and the Union Cycliste Internationale, USA Cycling promotes American cycling through its 58,000 members and 2,000 annual events. USA Cycling associations include the BMX Association (BMX), National Off-Road Bicycle Association (mountain bike), U.S. Cycling Federation (road/track), the National Collegiate Cycling Association and the U.S. Professional Racing Organization (professional men's road). For more information visit www.usacycling.org or contact, USA Cycling Director of Marketing and Communications, Andy Lee at 719-866-4867.

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