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FIRST EVER MOUNTAINTOP FINISH

Amgen Tour of California Stages First Ever Mountaintop Finish in Big Bear Lake

BIG BEAR LAKE, Calif./ October 22, 2009 – Officials of Amgen Tour of California announced its 16 host cities for the 2010 Amgen Tour of California professional cycling race today. Big Bear Lake has been selected as the tour's **first ever mountaintop finish** for its Stage 6 ride on Friday, May 21. This gives cycling fans an opportunity to see each and every cyclist in a grueling battle to the Stage 6 finish line.

“Our community is pleased to be selected as the first ever mountaintop finish for this awesome cycling event! This caliber of professional athletes will surely enjoy the competitive challenge of high altitude and mountainous terrain,” said City of Big Bear Lake Mayor Rick Herrick. “Event spectators and visitors alike will be able to stay in our quaint alpine town, view a world-class event and take in the warmth and hospitality of Southern California’s only four-season resort.”

As America's most successful cycling race, the Amgen Tour of California is one of the nation's largest and most recognized annual sporting events. An eight-day event, this prestigious cycling road race features elite professional teams and athletes from around the world. One of the only American races listed on the international professional cycling calendar (2. HC ranking), the Amgen Tour of California awards important, world-ranking points to the top finishers. The Amgen Tour of California brings the drama and excitement of professional cycling to California for the fifth consecutive year in 2010.

In previous years the Amgen Tour of California cycling road race have been held in February, which has put limitations on routes in mountain regions due to weather constraints. This year the race is scheduled for May giving race officials an opportunity to include alpine mountain cities such as Big Bear Lake.

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“For the 2010 Amgen Tour of California we had the unique opportunity to move our race to a part of the year when we are almost guaranteed great weather in California,” said Andrew Messick, president of AEG Sports. “This timing will help us to better showcase the beautiful features the state of California has to offer, while allowing us to travel to parts of the state that just weren’t feasible in previous years.”

With the timing of the 2010 Amgen Tour of California moved to later in the year, giving the cyclists even more time to train, the competition will be even tougher. In previous years, the race has drawn some of the world's most renowned and respected riders, such as top Tour de France competitors, World Champions and Olympic medalists that include Lance Armstrong, Tom Boonen, Oscar Freire, Paolo Bettini, Fabian Cancellara, Carlos Sastre, George Hincapie, Mark Cavendish and Andy Schleck.

In 2009, the Amgen Tour of California race drew more than 2 million spectators, making it the largest spectator sport in California. Each year, the Amgen Tour of California and related activities have had an estimated economic impact of more than \$100 million on the participating host cities throughout the course of the race.

“All eyes will be on San Bernardino County as we host the first mountaintop finish and I am excited about the immediate economic impact and broader ability to showcase our region as a great place to do business,” said San Bernardino County Supervisor Neil Derry. “Past host cities and surrounding regions have seen a noticeable impact in economic activity and we are hopeful to benefit from the same during these tough economic times.”

For further information on the 2010 Amgen Tour of California, visit www.amgentourofcalifornia.com.

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About the Amgen Tour of California

The largest cycling event in America, the 2010 Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG, that challenges the world’s top professional cycling teams to compete along a demanding course from May 16-23.