



**PRESS  
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Contact:  
Josh Kadis  
415.346.8422  
650.208.3599 (mobile)  
kadis@o2sm.com

**Lombardi Sports makes a unique contribution to cycling  
San Francisco business is foremost cycling team sponsor in USA**

San Francisco (September 3, 2003) - At a time when the bicycle industry benefits from the Lance Armstrong-driven increase in exposure for American bicycle racers, San Francisco's Lombardi Sports has a singular distinction among bike shops.

Lombardi Sports, which houses five departments in addition to its well-known bike shop, is the only bicycle retailer in the US that is a title sponsor of an internationally registered pro cycling team.

And in addition to its support of the Ofoto/Lombardi Sports Pro Cycling Team, the store also sponsors a prominent regional amateur team, GS Lombardi Sports/Foundry Networks.

Ken Lombardi, a third generation member of the family-owned and operated business, says, "We have always believed that working with and participating in the cycling community are the core principles of our existence in the cycling business. We should never lose perspective of that. Otherwise, we should just open an authentic Italian restaurant!"

Over the years, Lombardi Sports has found that prominent cycling team sponsorship solidifies its position within the cycling community.

"When [former World Champion and three-time Tour de France winner] Greg LeMond came in our shop a few years ago and thanked us for our commitment to cycling," recalls Ken Lombardi, "it showed me that the core bike racing community was supportive of our efforts."

This reputation has been earned in numerous ways. For instance, the Ofoto/Lombardi Sports pro team has received very good coverage in the local media in recent years as a local participant in the event formerly known as San Francisco Grand Prix, this year entitled the T-Mobile International.

Since 2001, that race has emerged as one of the marquee events in the city of San Francisco, and being a title sponsor of a participating team has put Lombardi Sports in the spotlight with local print and broadcast media.

But with the pro team riding a primarily national schedule, the Lombardi family felt that it was important to maintain a presence in the local cycling scene. Hence, the creation of the GS Lombardi Sports/Foundry Networks team in the fall of 2002.

So far, the team has regularly placed riders on the podium in some of Northern California's most prestigious races, and, to thank Lombardi Sports for its support, team members have pitched in at the store during busy weekends such as the annual bike sale.

According to Ken Lombardi, Lombardi Sports has discovered real marketing benefits from the store's sponsorship efforts:

"Putting our name on a jersey is an effective marketing tool. But, what is even more effective is our involvement in the cycling community at all levels, from amateur to pro. The name Lombardi is now synonymous with bike racing in the Bay Area."

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