



2003 NORBA National Championship Mountain Bike Series

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MOUNTAIN BIKE TV BRINGS CASH BONUS TO NORBA FINALS

MIAMI (August 5, 2003)– USA Cycling and GaleForce are delighted to announce the addition of a new sponsor, and the addition of pro cash bonuses to the 2003 NORBA National Championship Mountain Bike series. Mountain Bike TV and The 9to5 Race Day, a new Florida based mountain bike marathon racing series, will provide cash at the final round of the series for top finishers in all pro disciplines – cross country, downhill, short track, and mountain cross.

A full announcement will be made at the NORBA series final at Durango Mountain Resort. Mountain Bike TV Executive Producer Joe Stone will be on site to meet teams and journalists, and to provide details of America's first mountain bike marathon racing series.

"These guys are rock stars!" said Eric Moore, USA Cycling's Director of Competition. "They are stepping up with prize money for the series, which shows a tremendous commitment to the sport, the true mountain biking spirit." Eric Moore added: "They put on great marathon events in Florida and their new 9 to 5 race series looks good. We'd like them to host one of the qualifying rounds for the 2004 UCI Marathon World Championships."

Joe Stone said sponsoring the NORBA series was an easy decision. "When we heard there was no prize payout, it made perfect sense for us to come in, even this late in the series, and make sure that some kind of prize money gets awarded. It's definitely a privilege for us to be involved with USA Cycling and the NORBA series. It's the best national Mountain Bike series in the world, and what better way to inform mountain bikers about our events?"

Mountain Bike Television produces off-road cycling DVDs and television programming. It is also the exclusive provider of video for the Sea Otter Classic. After 18 months of working in the mountain bike events industry, Mountain Bike Television is now about to produce its own made-for-television race series. The five-event 9 to 5 Race Day series, a new concept in marathon racing, runs January - May 2004 and is slated to run a full 13-week television season, with DVD spin-offs as well.

According to Joe Stone, "The 9 to 5 Race series is going to be great for the pros because of the warm weather venues in winter, and let's not forget that it pays off-season prize money. We also have a whole program of side-events planned, which are going to be a blast for families and riders of all levels and interests." Visit www.mtbtv.com for additional information about Mountain Bike Television and the 9 to 5 Race Day MTB Marathon Series.

The NORBA National Championships Mountain Bike Series is North America's premier off-road cycling series. The series crowns USA Cycling's Mountain Bike Champions. USA Cycling is the national governing body for cycle sport. GaleForce Sports Marketing is the series management and promotions company, and is recognized as the USA's leading cycling and events management group.

About Mountain Bike TV

Mountain Bike TV is dedicated to growing, documenting and sharing the exciting world of mountain biking, in all its forms, through the visual media. If you want to see mountain bike action or anything related to mountain biking, Mountain Bike TV is your source. If you're into mountain biking, you've gotta have your Mountain Bike TV! <http://www.mtbtv.com>

About USA Cycling

USA Cycling is the national governing body for cycling. Recognized by the U.S. Olympic Committee and the Union Cycliste Internationale, USA Cycling promotes American cycling through its 80,000 members and 2,000 annual events. For more information, visit www.usacycling.org.

About GaleForce

GaleForce Sports Marketing is an expanding sports marketing and event management company based in Redwood City, 25 miles south of San Francisco. GaleForce has promoted, marketed, and managed right across the sporting spectrum. Properties owned or managed by GaleForce include the Sea Otter Classic and the NORBA National Championship Mountain Bike Series. For more about GaleForce, visit www.galeforce.org or call 650 367 7797

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