



LITESPEED PRODUCES COMMEMORATIVE BICYCLE FOR THE 2008 TOUR DE GEORGIA PRESENTED BY AT&T

FOR IMMEDIATE RELEASE

Contacts:

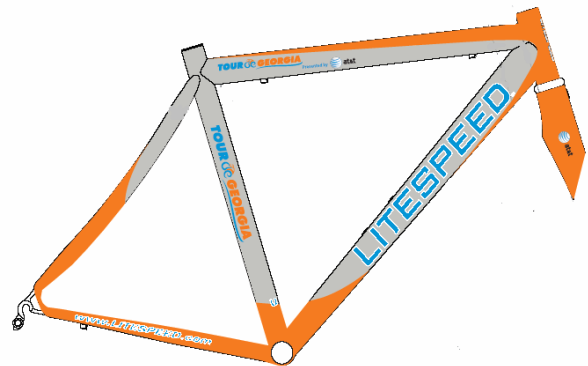
Jackie Tyson, Dir of Communications
Phone: 678-362-6228
E-mail: jbt@pelotonsports.net

Chris Aronhalt, Event Director
Phone: 770.631.1239
E-Mail: chris.aronhalt@medalistsports.com

Joe Bowers, Marketing Coordinator
Litespeed, Merlin, & Quintana Roo
423.238.8864
joe.bowers@americanbicyclegroup.com

ATLANTA, Ga. (February 20, 2008) – The American Bicycle Group’s Litespeed brand of bicycles, noted for its sleek design and titanium frame, has been named the official bicycle of the Tour de Georgia presented by AT&T for 2008 and 2009. The Tour will be held this year from April 21-27, starting in Tybee Island, Ga. and ending in Atlanta, Ga.

As the official bike of the Tour, Litespeed will be producing a limited edition bicycle. The hand-built titanium bicycles are valued at \$4500 and feature a custom graphics package incorporating the Tour de Georgia and AT & T logo. Each bike will incorporate a special Litespeed Siena model frame with Easton fork, Shimano Ultegra SL-10 components, and Fulcrum Racing 7-wheel set. A select number of these bicycles will be made available to members of the Peloton Club, the official hospitality program of the Tour, as part of a special promotion.



“Litespeed is really excited about the relationship that we have formed with the Tour de Georgia over the last several years. The Tour de Georgia has been incredible- showcasing the talents, individual effort and combined teamwork from bike racers all around the world,” said Peter Hurley, CEO of American Bicycle Group.

A limited number of these Litespeed bicycles will be available for consumers through authorized retailers across the country. The new bicycle will be featured in *VeloNews* and *Bicycling* magazines as part of Litespeed’s 2008 spring advertising campaign. The ads will include a listing of the Tour de Georgia

presented by AT&T stages and route map. Consumers will be able to test ride Litespeed bicycles at the Health and Wellness Expo from April 21 to 27 at the Finish Line venues.

“Litespeed is a performance-driven brand in the cycling industry. It is extremely gratifying to have a partnership like this with a company that has become very engaged in co-branding products and promoting the Tour nationally,” said Chris Aronhalt, event director for the Tour de Georgia presented by A&T.

ABOUT AMERICAN BICYCLE GROUP

American Bicycle Group is based near Chattanooga, Tennessee. It has a strong reputation as a very experienced titanium manufacturer. It manufactures bicycle frames under the brand names of Litespeed, Quintana Roo, and Merlin. Litespeed is now touted as the world leader in cycling technology, and to this day Litespeed has been pushing the envelope of cycling technology development. For more information visit www.americanbicyclegroup.com.

ABOUT AT&T

AT&T Inc. is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access, and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at www.att.com (c) 2007 AT&T Knowledge Ventures. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Knowledge Ventures. For more information, please review this announcement in the AT&T newsroom at www.att.com/newsroom.

ABOUT THE TOUR DE GEORGIA PRESENTED BY AT&T

The Tour de Georgia presented by AT&T is North America's premier, professional cycling event and rolling festival of community activities. The Tour was first held in 2003 and has become a spring tradition with a varying route of close to 660 miles of racing. Over 2.8 million spectators have traveled to Georgia to watch the event in the past five years, and direct economic impact has totaled over \$148 million. The official beneficiary is the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta. The event is sanctioned by the Union Cycliste Internationale (2.HC ranking), and is part of the USA Cycling Professional Tour, making the event one of the top stage races for elite athletes around the world. The Tour de Georgia is owned and operated by the Tour de Georgia Foundation (501 c3) and managed by Medalist Sports (www.medalistsports.com). Route maps, host venue information, merchandise offerings and sponsor news is available at the official website, www.tourdegeorgia.com.

ABOUT USA CYCLING

Recognized by the U.S. Olympic Committee and the Union Cycliste Internationale, USA Cycling promotes American cycling through its 60,000 members and 2,500 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). USA Cycling is the license holder for the USA Cycling Professional Individual Time Trial Championships and USA Cycling Professional Road Race Championships. For more information visit www.usacycling.org, or contact USA Cycling Director of Communications, Andy Lee at 719-866-4867.

ABOUT THE AFLAC CANCER CENTER AND BLOOD DISORDERS SERVICE OF CHILDREN'S

The Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta is a national leader among childhood cancer, hematology, and blood and marrow transplant programs, serving infants to young adults. Recognized as one of the top five pediatric cancer centers in the country by Child magazine, the Aflac Cancer Center treats more than 325 new cancer patients each year and follows more than 2,000 patients with sickle cell disease, hemophilia and other blood disorders. The Aflac Cancer Center is one of many programs at Children's committed to enhancing the lives of children through excellence in patient care, research and education. Children's, one of the top three pediatric healthcare systems in the country, is a not-for-profit organization that benefits from the generous philanthropic and volunteer support of our community. Visit www.aflaccancercenter.org or call 404-250-KIDS for more information.

###