

NEWS



CONTACTS: Peggy Shinn
Press director
Univest Grand Prix
802-236-7551, pegm@highmeadow.com

John Eustice
President
Sparta Cycling, Inc.
917-699-4566, jde@spartacycling.com

FOR IMMEDIATE RELEASE

UNIVEST GRAND PRIX HIGHLIGHTS THE UNITY IN THE BUSINESS COMMUNITY

Businesses unite to enhance the benefit of racing, fitness and community spirit

SOUDERTON, Pa., August 29, 2007 –The nationally-renowned Univest Grand Prix now a stop on professional cycling's prestigious UCI America Tour brings international cyclists to Southeastern Pennsylvania for two days of fast-paced racing on September 8-9, 2007; and thanks to powerful support from local businesses, the event offers tourists and the community much more. The event, which has grown in stature since it was first run in 1998, brings together 17 municipalities, dozens of local business partners, hundreds of volunteers, and includes thousands of cyclists who participate in events from bike rodeos to the 40-mile or 60-mile recreational Cyclosporitif.

Since its inception more than a decade ago, the Univest Grand Prix has captured the spirit of the community, involving both local residents and businesses, said William S. Aichele, chairman, president and chief executive officer of Univest Corporation. We are proud to host an annual event that unites 17 municipalities and garners support from so many local businesses and tens of thousands of local residents.

On Saturday, in addition to the Cyclosporitif which allows recreational cyclists to ride the 40- or 60-mile sections of the 107.3-mile Univest Grand Prix course a few hours prior to the competition, there are numerous events in towns through which the course passes. In Souderton, where the race starts and finishes, there will be a Community Festival with children's bike events, a Moon Bounce and JumboTron TV showing coverage of the race. When the racers return to Souderton, they finish with 13 grueling laps on a spectator-friendly three-mile loop around all of the community events. In Lansdale, the host town for the first sprint, the North Penn Valley Boys & Girls Club is sponsoring a Boys & Girls Club day following the children's sprints. As the racers pass Green Lake Park, they will be serenaded by bag pipers who are participating in a weekend-long Scottish/Irish Festival.

On Sunday, the Doylestown Business and Community Alliance will hold the Doylestown Fall Arts Festival in the center of the Uninvest Grand Prix circuit-race course. As visitors peruse the fine arts, crafts and jewelry offered for sale by artisans they will be circled by racers making 59 high-speed revolutions on the 1.4-mile course.

Even before the starting gun is fired, the Uninvest Grand Prix will infuse the local communities with role models for healthy living. Host families will take in international and U.S. riders coming to the area for the weekend's events. This year, over 100 beds will be provided to cyclists. And on Friday, September 7, racers will visit local schools to share their stories of hard work, dedication, healthy eating and love of the outdoors with students and teachers. By bringing 180 world-class athletes to your communities, you are opening the doors to healthy lifestyles, international understanding and personal challenge to adults and children, said John Eustice, president of Sparta Cycling, the event organizer.

Key to the event's success and growth is the commitment of long-time local business partners, who provide the funds and serve as a link to the municipal and county governments that support the event. In addition to Uninvest, long-time local sponsors include Leidy's Premium Pork Products, Grand View Hospital, and Moyer & Son, Inc., as well as media sponsors, WFMZ-TV 69, WNPV 1440 Radio, and The Souderton Independent. Joining them are Visit PA, the state's tourism office; Bergey's Dealership, Landis Supermarkets, Doylestown Hospital and numerous other businesses.

The Uninvest Grand Prix is unique in that it is 100 percent locally sponsored, said John Eustice. Anywhere else we would be working with national brands, but here we work with local businesses, with leaders who will be helping out at the races, hosting racers in their homes and whose children go to the schools that riders visit. This community connection is what makes the Uninvest Grand Prix, and all of the associated events, feel authentic to tourists and relevant to local residents.

A complete list of activities that will take place at the Uninvest Grand Prix is available at the event's web site: www.uninvestgrandprix.com.

About Univest Grand Prix:

Patterned after the great classic races of Europe, the Univest Grand Prix reaches out to nearly 20 communities. From its inception, the cycling event was developed to provide opportunities for young athletes to advance, while also uniting the towns throughout Bucks and Montgomery counties for a community celebration. Over the last 10 years, it has grown to become one of the nations top UCI-ranked races. The pro event is presented by: Univest Corporation of Pennsylvania, Leidy's Premium Pork Products, Bergey's Dealerships, Doylestown Hospital, Landis Supermarkets, Comcast Sportsnet, WFMZ-69, NBC-10 and *The Intelligencer*. For more information visit www.univestgrandprix.com.

About Univest Corporation:

Univest Corporation and its subsidiaries, Univest National Bank and Trust Co., Univest Insurance, Inc., and Univest Investments, Inc., provide support and leadership in their communities and offer a wide range of financial services to individuals, businesses, municipalities and nonprofit organizations throughout Bucks, Chester and Montgomery counties. For more information, visit www.univest.net.

About Sparta Cycling:

Sparta Cycling provides race promotion services to deliver world class events that meet the needs of sponsors, teams and riders, spectators and supporting communities. For more information, please visit www.spartacycling.com.

###