

# NEWS



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## FOR IMMEDIATE RELEASE

### **CYCLINGNEWS.COM TO COVER UNIVEST GRAND PRIX LIVE ONLINE** *Cycling fans world-wide can follow the race live on computers and cell phones*

**SOUDERTON, Pa., August 30, 2007** – Cyclingnews.com has announced that it will bring the non-stop action of the Univest Grand Prix live to cycling fans world-wide via its Web site on September 8, 2007. A stop on the prestigious UCI America Tour, the tenth annual Univest Grand Prix road race features 24 international teams and 192 racers tackling a grueling 107.3-mile course through southeastern Pennsylvania. Cyclingnews.com will begin live coverage of the road race after the 10:30 a.m. (Eastern Daylight Time) start and continue until the race concludes around 3:00 p.m. (EDT).

Based in Australia, Cyclingnews.com is the world-wide leader on the Internet for the sport of cycling. Cyclingnews.com has provided live coverage of major international races such as the Tour of Georgia, held in the U.S. in April, the Giro d'Italia, and the Tour de France.

"We're excited to be able to offer live coverage of the Univest Grand Prix," said Mark Zalewski, Cyclingnews.com's North American editor. "Most races in the U.S. are not accessible to American cycling fans who wish to follow the action. So we like to offer live remote coverage to this market and to people around the world who are also interested in following the race."

Cyclingnews.com's live coverage is also WAP-enabled, meaning fans can follow the race live on their mobile phones.

"If spectators are waiting beside the course, they can dial in to our Web site on their mobile phones to find out what's happening before and after the racers pass," explained Zalewski, adding that there are instructions on Cyclingnews.com on how to use this feature.

Modeled after the one-day classics of Europe, the Univest Grand Prix 107.3-mile road race opens with a 68-mile loop traversing 17 municipalities throughout Bucks and Montgomery counties before hitting the decisive finishing circuits in Souderton. In addition to the live Internet coverage, this race will be broadcast live on WFMZ-TV, of Allentown, Pa., from the start at 10:30 a.m. through the finish at 3:00 p.m. Spectators will be able to view the race in its entirety from a JumboTron at the start-finish line on Main Street in Souderton. Race fans around the world will be able to watch the final two hours of North America's pro classic race on Cycling.tv, in what will be the internet television channel's first-ever live event from North America. Post-

race coverage will be broadcast on Comcast Sportsnet Philadelphia on Saturday, September 15 at 3:00 p.m. EDT and Thursday, September 20 at 11:00 a.m. EDT. NBC-10 in Philadelphia will also broadcast post-race coverage on Sunday, September 23, from 12:30 to 1:30 p.m. Other NBC affiliates throughout the country are signing on to the broadcast.

“We’ve got live Internet coverage on [cyclingnews.com](http://cyclingnews.com), live video on [WFMZ.com](http://WFMZ.com) and [Cycling.tv](http://Cycling.tv), live radio on [WNPV1440.com](http://WNPV1440.com), and live broadcast TV on [WFMZ](http://WFMZ),” said John Eustice, president of Sparta Cycling, Inc., the Univest Grand Prix organizer. “We could very well be the most ‘wired’ race in the U.S.”

The 2007 Univest Grand Prix will feature racers from North America and Europe. The makeup of the field reflects Sparta Cycling’s commitment to helping develop a true North American racing class. Top North American teams Navigators Insurance, Slipstream, Toyota-United, and Tecos of Mexico will be challenged by teams from Germany, Italy, and Hungary.

**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](http://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](http://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](http://www.spartacycling.com), or contact John Eustice, President of Sparta Cycling, at 917-699-4566 or [jde@spartacycling.com](mailto:jde@spartacycling.com).

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