

NEWS



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FOR IMMEDIATE RELEASE

UNIVEST GRAND PRIX TO CELEBRATE 10TH ANNIVERSARY WITH COMMUNITY ON SATURDAY, SEPTEMBER 8 AND SUNDAY, SEPTEMBER 9

Live Broadcast on September 8 from 10:30 p.m. to 3:00 p.m. to Showcase International Professional Cycling Race and Weekend of Community Activities

SOUDERTON, Pa., August 13, 2007 – Univest Corporation and Sparta Cycling, Inc. today announced significant enhancements for the 10th anniversary of the Univest Grand Prix to be held on Saturday, September 8 in Souderton and Sunday, September 9 in Doylestown. Race fans will benefit from greater broadcast coverage of the Saturday race and better accessibility to excellent viewing at the Sunday race.

The 2007 event will have an expanded Saturday broadcast on WFMZ of Allentown, Pa., with live coverage of the entire race from the start at 10:30 a.m. through the finish at 3:00 p.m. Cycling.tv, the internet television channel, will carry the final two hours of the Univest for their first-ever live event from North America. The broadcasts will bring North America's Pro Classic to television screens across Eastern Pennsylvania, Internet users world-wide, and to the Jumbotron at the start/finish line on Main Street, Souderton. In addition to live TV, post-race coverage will be broadcast on NBC-10 in Philadelphia on Sunday, September 23 from 12:30 to 1:30 p.m.

"The increased live and post-race coverage of the 10th anniversary race underscores the popularity this event has achieved," said William S. Aichele, chairman, president and chief executive officer of Univest Corporation. "The Univest Grand Prix was created to provide opportunities for young athletes to advance in the sport of cycling, while also uniting the towns throughout Bucks and Montgomery counties for a community celebration. We are proud of how the event has grown and are looking forward to welcoming a crowd of more than 40,000 to participate in the weekend events."

This year's field of professional athletes includes 180 riders from around the world. According to race promoter John Eustice, president of Sparta Cycling, Inc., spectators can look forward to a fierce competition as North America's best Mexican, Canadian and United States of America racing teams battle challengers from Germany, Italy, Colombia and Hungary. The

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riders will compete over a 107.3-mile course, traversing 18 municipalities throughout Bucks and Montgomery counties, for a chance to win one of the top UCI (Union Cycliste Internationale) 1.2 ranked event in the United States.

On Sunday, September 9, the Univest Grand Prix will showcase a second day of racing on an expanded, fast-paced circuit race in the heart of Doylestown. The start/finish line has been moved to the center of town at Main and Court streets. The 1.5-mile racecourse now takes cyclists from Court Street – at the intersection of Main Street – to Pine Street, Ashland Avenue, Lafayette Street, West Oakland Avenue, Clinton Street and back to Court Street. The new route will encircle the Doylestown Arts Festival and provide additional entertainment and appeal to more than 20,000 attendees of both events.

“The new course now includes the hill up Court Street and more technical challenges, which will stimulate the riders and add more excitement to the competition,” said Eustice. “It will be an superb race for spectators.”

The enhanced racing program will be complemented by a broad array of community events and activities. The popular Cyclosporitif 100K recreational ride will return on Saturday, September 8, giving participants an opportunity to challenge themselves on the racecourse of the Univest Grand Prix. This year’s ride will be presented by Byers’ Choice, LTD and Bicycling Magazine, with support by Valley Forge Convention & Visitors Bureau, visitPA.com, Bianchi and Santini. The Cyclosporitif will once again benefit Indian Creek Foundation, a non-profit organization serving adults and children with developmental disabilities in Montgomery and Bucks counties.

During the professional race on Saturday, spectators in Souderton can enjoy a Community Festival from 10:00 a.m. to 3:00 p.m. in Univest Plaza, which includes a kid’s rodeo and activities area, community displays, giveaways, regional foods and more. A high school race and children’s races will also be part of the schedule while the pro cyclists are racing out in the countryside. Spectators in Lansdale will be treated to children’s sprints on Main Street at 10:00 a.m., and a community festival hosted by the North Penn Boys and Girls Club from 10:00 a.m. to 1:00 p.m. The Lansdale activities will take place at Main Street and Susquehanna Avenue in the municipal lot adjacent to the Boys and Girls Club.

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The community events continue on Sunday in Doylestown with children's races at 10:30 a.m. followed by the start of the professional race at 11:00 a.m. For the fourth consecutive year, the Univest Grand Prix Doylestown Criterium will be held in conjunction with the Doylestown Arts Festival. This year's new race route will showcase the festival by providing spectators and attendees with an opportunity to watch the race while enjoying the work of local artists.

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.

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