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## **George Hincapie to host unique CEO Cycling Challenge in South Carolina**

**BOULDER, Colo.** – October 15, 2008 – In a rare opportunity for business executives who like to cycle, CEO Challenges, the world leader in sport competitions for CEOs, has teamed up with George Hincapie, one of the world's top cyclists, to create a unique CEO Cycling Challenge. The Challenge will be held on Hincapie's home turf in Greenville, S.C., from Nov. 6 through Nov. 9, and will include a competitive event but also an opportunity for CEOs to get a behind-the-scenes look at the business of cycling.

Hincapie will host CEO cyclists on some of his favorite training rides around his home area, and he will lead them on a ride to his newest business venture, Pla d'Adet, a building development that is being constructed with cyclists in mind. Pla d'Adet is north of Greenville along a popular local ride to the town of Saluda. It will include 97 home sites surrounding a 40,000-sq.-foot Hincapie Performance Training Center.

"I am excited to host the 2008 CEO Cycling Challenge in Greenville. I look forward to showing participants the roads where I do some of my most important off-season miles—roads that I consider to be some of the best training rides in the world," said Hincapie.

He will also host a reception at his home and a visit to Hincapie Sports, where he will talk about how his passion for cycling has transferred into other business ventures and his successful sports clothing company, Hincapie Sports. The weekend will conclude with a CEO Cycling Challenge up the 1,978-foot Paris Mountain, with awards to the fastest in each age group.

Hincapie today rides for Team High Road. He is a two-time U.S. Professional Champion and accompanied Lance Armstrong as team member on Armstrong's seven Tour de France victories. Hincapie is partner in H3O Partners, a new strategic marketing and branding firm comprised of H3Omanagement and H3Osports, along with Scott Hirshorn and Mark Holowesko. CEOs will have the opportunity of getting to know Hincapie in a fun, relaxed atmosphere as he returns from this summer's European tours and hear about H3O's newest venture, sponsoring Team Slipstream/Chipotle, a U.S.-based cycling team that is considered up and coming.

A limited number of slots are still available for CEOs, company presidents, and owners of companies with at least \$1 million in annual gross revenue. C-Suite executives of companies with more than \$2.5 million in revenue are also invited to attend. An entry fee of \$5,500 will cover four days, three nights at the Hyatt Regency in Greenville; two days

of massages and physical therapy; three days of cycling hosted by Hincapie and other professional cyclists; business presentations by Team Slipstream/Chipotle and Hincapie Sports; all meals and beverages; transportation; Hincapie brand custom-designed CEO Cycling Challenge jersey, shorts, gloves, arm warmers and socks; and more.

On behalf of each registrant, a portion of the net proceeds will be donated to the Challenged Athletes Foundation, established in 1997 to support the athletic endeavors of all people with physical challenges by providing grants for training, competition and equipment needs.

For complete information on the event, and to register, go to [www.ceochallenges.com](http://www.ceochallenges.com).

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**About CEO Challenges (www.ceochallenges.com)**

CEO Challenges is the world leader in sport competitions designed specifically for CEOs. The firm's goal is to find the world's best CEO in several sports. Founded in 2001 with the CEO Ironman Challenge, CEO Challenge has expanded to include CEO Triathlon, Golf, Cycling, Marathon, Fly Fishing, Sailing and Tennis Challenges in settings worldwide.

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