



AMGEN TOUR OF CALIFORNIA FINALIZES 2014 PARTNERS AND RELATED RACE WEEK HAPPENINGS

LOS ANGELES (April 30, 2014) – With the 2014 **Amgen Tour of California** countdown kicking into high gear, its partners are busy laying plans for unique experiences during race week May 11-18. In addition to the returning partners announced last fall (<http://bit.ly/1gPCeN1>), Cannondale, Coca-Cola, Jelly Belly, Belkin, Bianchi, NetApp, Optum, Skratch Labs and Visit California will join the nation's largest cycling stage race as it travels from northern to southern California.

"Our partners not only make the Amgen Tour of California possible, but the unique programs and activations they bring to the table make it that much more engaging for participants and fans," said Kristin Bachochin, executive director of the race and senior vice president of AEG Sports. "We are thankful to be aligned with standout entities in their respective categories and value the excitement they bring to race week."

Some of the exciting 2014 Amgen Tour of California partner programs to look for during race week include:

As a biotechnology company in the race to dramatically improve people's lives, **Amgen** has been the title sponsor of the Amgen Tour of California cycling race since 2006. Throughout the eight days of the race, Amgen will raise awareness of two of the world's most serious illnesses, cardiovascular disease and cancer, and connect with patients. For the first time this year, a new Amgen Cardiovascular exhibitor experience in the Lifestyle Festival will offer patient education and a cardio exercise challenge. As in years past, several events will take place to honor and celebrate cancer survivors as part of Amgen's *Breakaway from Cancer*®:

- Amgen will host four "Breakaway Mile" events, an approximate one-half to one-mile walk celebrating cancer survivors with 150 supporters from the local community crossing the Amgen Tour of California finish line in Sacramento, Cambria, Santa Barbara and Thousand Oaks.
- Amgen will feature a Breakaway Tribute Moment during Stage 3, in which the professional riders will wear a commemorative number to honor someone in their life impacted by cancer. Staff and spectators will also have special placards to customize who they are "riding for" that day.
- A local cancer survivor will start each day's stage by firing the official start gun.
- At the conclusion of each stage of the race, a local cancer survivor will present Amgen's *Breakaway from Cancer* Most Courageous Rider jersey to the professional rider who best exemplifies the character of those engaged in the fight against cancer – courage, sacrifice, inspiration, determination and perseverance.

In addition to the race week activities, Amgen will begin to build the world's largest cancer support team. Anyone can join and show support by using #breakaway on social media.

Cannondale Street Team will be handing out Team Cannondale rally towels to fans along the race course to cheer on fan favorite Peter Sagan before the final sprint to the finish during Stages 1 and 4.

Champion System custom apparel will be showcased on the leader of the Amgen Tour of California as well as classification winner jerseys and skin suits. Staff, on-air personalities, VIP's and volunteers will be sporting a variety of pieces from the Champion System casual collection. Additionally, Champion System will award one lucky winner daily a yellow jersey signed by that day's winner. Champion System changed the face of custom cycling apparel nine years ago and are about to create history once again with soon-to-be-launched *LIGNE 8*, the most innovative, functional and technical sportswear collection for men and women in the market.

Crunchies Food Company will be sampling "Nature's Ultimate Snack Food," 27+ all-natural, delicious and convenient freeze-dried fruits and vegetables that are redefining healthy snacking for the 21st century among race fans, health-conscious consumers and families (thanks to the brand's new Organic Little Crunchies for kids, debuting this spring/summer in tandem with Looney Tunes and Warner Bros.). Packed with flavor and important nutrition, Crunchies are a light yet eminently satisfying snack ideally suited to cycling specifically and the outdoors healthy lifestyle as a whole. This is Crunchies' sixth sponsorship of the Amgen Tour of California and its second time in the winner's circle, as the first nutritious snacks sponsor of the Best Young Rider Jersey, which will be awarded daily to the top rider in the field born on or after January 1, 1992.

Michelob Ultra will once again host the fan favorite Michelob Ultra Beer Garden each day in the Lifestyle Festival. A new enhancement this year will include the fully programmed Michelob Ultra stage featuring a DJ, bands and other entertainment. The five daily leader jersey winners will receive their prize from the Michelob Ultra Brand Ambassadors during the post-stage awards ceremony. Be on the lookout for special in-store Michelob Ultra displays promoting the event, as well as local bar and restaurant promotions.

Skratch Labs returns this year in an expanded role as the official Hydration and Neutral Human Support partner for the race. They will have a newly integrated motorcycle and vehicle in the peloton that will be dedicated to the support of the riders with hydration, gear and food.

SRAM returns once again to America's greatest race as the official Neutral Race Service, providing technical service to any rider in need during every stage of the race May 11-18. SRAM is also the presenting partner of the Amgen Tour of California women's races, helping orchestrate two days of world-class women's racing for the first time in the event's history. On May 11, 20 top teams will compete in a Sacramento circuit race, followed by an individual time trial with nearly two dozen elite riders in Folsom on May 12.

Visit California has been a partner since the inception of the race, and this year, is the title partner of the race's new, behind-the-scenes web series "Rolling with the Tour presented by Visit California," which will feature 5-10 daily exclusive videos that will be accessible through Tour Tracker, Social Hub and the Amgen Tour of California YouTube channel. Visit California is also hosting the Dream Big Sweepstakes in which one lucky winner and a guest will receive a trip to the stage of their choice (airfare, hotel, VIP hospitality and official merchandise) – more details are available at <http://www.amgentourofcalifornia.com/sweepstakes>. Finally, watch for details about the Amgen Tour of California Social Hub presented by Visit California, launching soon.

ZD Wines has the perfect way to end a spectacular day at the race...with an unforgettable ZD wine dinner. Following stages in select cities, the acclaimed Napa winery is partnering with phenomenal California eateries that have designed ZD wine-paired menus guaranteed to impress. Meet ZD hosts along with members of the race entourage.

- Monday, May 12 at Grange in Sacramento
- Friday, May 16 at Beso in Hollywood

For more information or tickets to these limited seating dinner events, contact Dustin Moilanen at ZD Wines; dustin@zdwines.com or 800-587-7757.

About the Amgen Tour of California

The Amgen Tour of California is a Tour de France-style cycling road race created and presented by AEG that challenges the world's top professional cycling teams to compete along a demanding course that traverses hundreds of miles of California's iconic highways, byways and coastlines each spring. The teams chosen to participate have included Olympic medalists, Tour de France contenders and World Champions. More information is available at www.amgentourofcalifornia.com.

About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high-unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be the world's largest independent biotechnology company, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential. For more information, visit www.amgen.com and follow us on www.twitter.com/amgen.

About AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, StubHub Center, Sprint Center, The O2, Nokia Theatre L.A. LIVE and Best Buy Theater Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers and the Amgen Tour of California cycling road race; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at

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