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AMGEN TOUR OF CALIFORNIA NAMES SANTA BARBARA AS ONE OF THIRTEEN HOST CITIES FOR 10TH ANNIVERSARY RACE

Men's Race to Feature Nearly 700 Miles of California Scenery as World's Top Cyclists Compete in America's Premier Pro Cycling Race May 10-17, 2015

Women's Race Expands to Unprecedented Four Days as Part of 10th Anniversary Edition

Santa Barbara, CA (October 20, 2014) — The [Amgen Tour of California](#), presented by AEG, announced it will make its grand return to Sacramento, the capital of California, to kick off the 10th anniversary of America's largest cycling race. The eight day stage race will travel a north-to-south route and span nearly 700 miles through many of California's most breathtaking roads and sceneries. The **Amgen Tour of California** is also proud to announce a first of its kind, three-day professional women's cycling race on May 8-10, 2015, as well as an invitational Time Trial on May 15, 2015.

Stage 5 of the race will commence in "The American Riviera®" known as **Santa Barbara**, where cyclists will have the chance to take in picturesque views of the California coast and Pacific Ocean. From Santa Barbara, cyclists will land in Santa Clarita, with both cities sharing the distinction of serving as host cities six times since the race began.

Regarded as the largest and most prestigious cycling event in America, 52 California cities have hosted the race throughout the past nine editions. For the 10th anniversary, the start of the 2015 Amgen Tour of California will take place in Sacramento, the state's capital, and travel through 12 additional host cities during the eight day event including Nevada City, Lodi (first-time host city), San Jose (ten-time host city), Pismo Beach, Avila Beach, Santa Barbara, Santa Clarita, Big Bear Lake, Ontario, Mt. Baldy, L.A. LIVE (Downtown Los Angeles) and Pasadena.

"Santa Barbara was part of the inaugural Amgen Tour of California 10 years ago and we are honored to be included in the 10th anniversary of this impressive and exciting California event," said Visit Santa Barbara President and CEO Kathy Janega-Dykes. "The race brings national and international awareness to our world-class cycling destination, as well as a boost to local hospitality businesses. We welcome both and look forward to hosting participants and teams."

Continued Santa Barbara Mayor Helene Schneider, "The Amgen Tour of California is highly anticipated by both locals and visitors alike and we're pleased to welcome back this cornerstone athletic event to our community. Its philanthropic nature and energetic atmosphere make it a fun, exhilarating experience of which we're happy to be a part. I look forward to personally cheering the riders on as they take off on their Stage 5 start!"

"Since we launched the Amgen Tour of California nine years ago, we have strived to host the world's top cyclists in a race that will not only challenge them as professionals, but will also provide a stunning backdrop," said Kristin Bachochin, executive director of the Amgen Tour of California and senior vice president of AEG Sports. "As we look ahead to our 10th edition of the race, we're certain the worldwide audience will be on the edge of their seats watching as the sport's best men and women cyclists compete against each other in what is likely to be our most challenging and picturesque course ever."

For ten consecutive years, biotechnology company Amgen has served as the title sponsor of the race and will continue to activate *Breakaway from Cancer*[®] leading up to and during the race. Founded in 2005 by Amgen, [Breakaway from Cancer](#) aims to increase awareness of important resource available to people affected by cancer, from prevention to survivorship.

The **Amgen Tour of California** draws global recognition as one of the most anticipated cycling events of the year attracting Olympic medalists, World Champions and top Tour de France competitors.

2015 AMGEN TOUR OF CALIFORNIA TO HOST UNPRECEDENTED FOUR DAYS OF PROFESSIONAL WOMEN'S CYCLING

To highlight the extraordinary achievements in women's cycling, the 2015 **Amgen Tour of California** will continue to expand its support of women's cycling and host a first of its kind three-day women's cycling stage race. The women's race will travel through South Lake Tahoe on May 8-9, 2015 and conclude in Sacramento on May 10, 2015, the same day of the overall start of the men's race.

As with previous years, the world's top-ranked time trialists will be invited to race against the clock during an invitational Time Trial preceding the men's Individual Time Trial at Stage 6 in Big Bear Lake. Powered by SRAM, one of the founding sponsors of the Amgen Tour of California Women's Time Trial, the women's cycling event serves as a chance for female cyclists to display the powerful and exciting racing they are known for around the world.

"We are beyond thrilled to see the Amgen Tour of California continue to expand its entire women's racing platform. This will continue to expose the world to the passion and force women have on the bike," said, SRAM President Stan Day.

"AEG has always been proud to support women's cycling and is pleased to once again expand its women's competition to four days," said Bachochin. "Hosting four days of women's cycling, fans will have the opportunity to watch the immense talents and achievements of the best women cyclists from around the world."

The Host City partners for the 2015 Amgen Tour of California include:

- Women's Race:
 - Stage 1: Friday, May 8 – South Lake Tahoe
 - Stage 2: Saturday, May 9 – South Lake Tahoe
 - Stage 3: Sunday, May 10 – Sacramento
 - Invitational Time Trial: Friday, May 15 – Big Bear Lake
- Stage 1: Sunday, May 10 – Sacramento
- Stage 2: Monday, May 11 – Nevada City to Lodi
- Stage 3: Tuesday, May 12 – San Jose
- Stage 4: Wednesday, May 13 – Pismo Beach to Avila Beach
- **Stage 5: Thursday, May 14 – Santa Barbara to Santa Clarita**
- Stage 6: Friday, May 15 – Big Bear Lake (Individual Time Trial)
- Stage 7: Saturday, May 16 – Ontario to Mt. Baldy
- Stage 8: Sunday, May 17 – L.A. LIVE (Downtown Los Angeles) to Pasadena

For further information on the 2015 **Amgen Tour of California**, visit www.AmgenTourofCalifornia.com.

ABOUT VISIT SANTA BARBARA

Visit Santa Barbara is a non-profit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District (TBID) and by a membership of hospitality-related businesses. The primary mission of Visit Santa Barbara is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs. Stay informed about Santa Barbara news with our [Media Center](#), [press releases](#) and blog, TheSBPost.com.

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. Amgen Tour of California is listed on the international professional cycling calendar (2 HC, meaning "beyond category"), awarding important, world-ranking points to the top finishers. More information is available at www.amgentourofcalifornia.com.

Interested in becoming a part of the race? Visit www.amgentourofcalifornia.com/sponsorship for details.

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 SRAM

SRAM is a global manufacturer of high performance bicycle components, founded 1987 in Chicago, Illinois. We believe in the Power of Bicycles and so we create components and experiences that inspire consumers and expand the potential of cycling. To learn more about us, please visit www.SRAM.com or Facebook/SRAMUSA.

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 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 www.aegworldwide.com.

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