

International Cycling Center

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FOR IMMEDIATE RELEASE
March 9, 2006

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Greg LeMond to be ICC's Awards Dinner Keynote Speaker **Market Edge announced as Speaker Sponsor**

ALLENTOWN, PA, March 3, 2006 – Allentown's International Cycling Center (ICC) today announced that Market Edge, LLC will sponsor Greg LeMond's Keynote Address at the ICC's Annual Awards dinner. The black tie event, presented by Morgan Stanley and its Financial Advisors in Allentown, PA., is designed as the "Oscars" of Cycling and will celebrate the 20th year of the US Bicycling Hall of Fame and its annual induction dinner. The gala will be on October 7, 2006, at Billera Hall on DeSales University campus. The festivities will include fine dining, regional fine art display and silent auction, live music, raffle and door prizes. Seating is limited and confirmed reservations (\$150 per person) will be available until May 31, 2006.

LeMond's racing career achievements include:

- 1979 Junior World Champion Road Race
- 1983 and 1989 World Champion Road Race – only American repeat winner
- 1986, 1989, 1990 Tour de France Champion – 1st American to win the Tour de France
- 1989 Sports Illustrated Sportsman of the Year

Greg's newest company - LeMond Fitness – produces and sells high quality indoor exercise bikes, including the LeMond RevMaster and the gforce RT. Greg's passion remains nurturing young cyclists. "I am delighted to see ICC's efforts to create a home for the sport of cycling, I certainly support their efforts," says LeMond. "I am looking forward to my visit to the Lehigh Valley."

Paul Drees, President of Market Edge notes, "We are proud to sponsor Greg's appearance at the ICC's Annual dinner and USBHOF inductee ceremony. Greg's inspirational career demonstrates the powerful combination of leading edge capability, technological innovation and individual persistence. We are also pleased to be

The International Cycling Center (formerly The Bicycle Crossing) is a 501 (c) (3) non-profit organization created to become the definitive destination for the sport of cycling. A copy of the official 501(c) (3) registration and financial information may be obtained from the PA Dept. of State by calling toll free, within PA (800) 732-0999. Registration does not imply endorsement.

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associated with Morgan Stanley and the other sponsors that are supporting the ICC's efforts to create the definitive destination facility for the sport of cycling." Market Edge provides consulting and management development services in the areas of strategy, marketing, sales and innovation. Market Edge specializes in turning leading edge business thinking into practical processes to meet client needs.

Additional ICC Awards Dinner sponsors include:

- Television sponsor WFMZ, Allentown, PA
- Publishing sponsor Bicycling Magazine, Rodale Press, Emmaus, PA
- Sickler's Bicycles, Wilkes-Barre, PA

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About THE INTERNATIONAL CYCLING CENTER (ICC). Formerly known as "The Bicycle Crossing," ICC is a non-profit organization created to support and extend the cycling community of the Lehigh Valley. The proposed facility will include a museum of both modern and historic bicycles, a hall of fame of cycling and in the future, an indoor velodrome. The center will exhibit the bicycle's social and cultural contributions throughout history, while promoting cycling for fun, fitness, transportation, entertainment, competition and physical rehabilitation. For more information, visit: www.bicyclecrossing.org

The ICC is also planning the inaugural Le Tour De Sales collegiate bicycle race to be held on July 1-2, 2006 at the DeSales University campus. For more information, visit: ww.desales.edu/default.aspx?pageid=2815

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