



PRESS RELEASE

Team Kits and Gear Sponsors Announced for 2014 5-hour ENERGY® presented by Kenda Racing Team *11-Man Roster Confirmed for February Training Camp*

GAINESVILLE, GEORGIA (January 14, 2014 updated 7:30 p.m. ET) – From the starting line to the finish line, look for neon yellow in the lead with the 5-hour ENERGY® brand in 2014. The 5-hour ENERGY® presented by Kenda Racing Team, its second season as a UCI Continental cycling squad, will feature this signature fluorescent color with its red and black racing gear. The “fluro” yellow is the same being used in the paint scheme on the Clint Bowyer #15 5-hour ENERGY®Toyota for the NASCAR Sprint Cup season. With the pro cycling team, the neon color will be used on new Suarez Clothing kits, Rudy Project helmets, Vittoria shoes, Smith Optics sunglasses, Swiftwick socks and Devinci bicycle frames.



On The Rivet Management (OTRM), which owns and operates the 5-hour ENERGY® presented by Kenda Racing Team, has confirmed 18 partners will return and eight new partners added for the 2014 racing season. This is the first U.S.-based UCI Continental professional road cycling team to be sponsored by Devinci. The Team will ride Leo SL road bikes and Leo T2 time trial frames again in 2014, loaded with FSA cock pit, Vision wheels, Kenda tires, Fi'zi:k saddles, microSHIFT drivetrain, SpeedPlay pedals, Jagwire cables, and K-Edge mounts, and trimmed with Arundel cages and bar tape. Pedro's has come on board with high quality cleaners, lubricants and tools to keep the Team's race fleet running right.

Team sponsors will be part of the annual winter training camp, which will be held February 22 to March 1 in Dahlonega, Georgia, near the OTRM headquarters in the foothills of the southern Appalachian Mountains. The Team will spend eight days in Georgia to adjust equipment, fit bicycles, distribute team gear and host a special event for fans in the Southeast.

Suarez Clothing, a leading South American-based apparel manufacturer that has been recognized for its environmentally-friendly production process, will make 5-hour ENERGY® presented by Kenda Racing Team jerseys and shorts available to consumers for the first time through international retailers. All jerseys will include the team Twitter handle on the back, @5hourEnergyTeam. More details will be available at the OTRM web site, www.ontherivetmanagement.com.

The 5-hour ENERGY® presented by Kenda Racing Team was the top Continental squad at three UCI-sanctioned stage races in 2013, Amgen Tour of California, Vuelta a Castilla y León and Tour of Alberta. The Team chalked up more than 30 podium finishes and awards this past season with races in three countries. The 2014 road racing season began in November with two UCI Asia Tour road races in

China, the nine-day Tour of Taihu Lake (UCI 2.1) and one-day Tour of Nanjing (UCI 1.2). 5-hour ENERGY's Bobby Sweeting was the top American at both events, with a ninth place finish on G.C. at the Tour of Taihu Lake and 14th spot at Tour of Nanjing. Following winter training camp, the Team will continue racing March 5-9 at Vuelta Mexico (UCI 2.2) and April 3-6 at Redlands Bicycle Classic (NRC).

2014 Team Roster

Name (age/residence)	Previous Team	Notable 2013 Result(s)
Bobby Sweeting (26, Asheville, N.C.)	5-hour ENERGY	6 th Overall at Tour of Alberta
David Williams (25, Grand Rapids, Mich.)	5-hour ENERGY	4 th Overall at Redlands Bicycle Classic
Jim Stemper (28, Wauwatosa, Wisc./ Jackson, Wyo.)	5-hour ENERGY	2 nd Overall KOM Classification Tour de Beauce
Taylor Shelden (26, Breckenridge, Colo.)	5-hour ENERGY	Top 20 ITT at Joe Martin Stage Race
Christian Parrett (23, Macon, Ga.)	5-hour ENERGY	Top 10 Georgia Games Road Race
Chad Beyer (27, Tucson, Ariz.)	Champion System Pro Cycling	8 th Stage 2 Tour of Utah
Jake Keough (26, Sandwich, Mass.)	UnitedHealthcare Pro Cycling	1 st Tour of America's Dairyland (omnium & criterium)
Bruno Langlois (34, Matane, Quebec)	Garneau-Quebecor	2 nd KOM Classification Parx Philly Cycling Classic
Gavin Mannion (22, Dedham, Mass./Austin, TX)	Bontrager Cycling Team	5 th Overall at USA Cycling Pro Road Race Championships; 2 nd Best Young Rider Tour of Utah
Jon Hornbeck (24, Murrieta, Calif.)	Hagens Berman Cycling	Top 10 Stage 4 Mount Hood Cycling Classic
Sam Bassetti (22, San Geronimo, Calif.)	California Giant Cycling	4 th at USA Cycling U23 Road Race National Championships

Follow the Team in 2013

TV Spot featuring Team: www.5hourenergy.com/commercials.asp

Twitter: @5hourEnergyTeam (#5HEcycling)

Facebook: 5-hour-Energy-presented-by-Kenda-Racing-Team

Web: ontherivetmanagement.com or otrmgt.com

###

About On The Rivet Management

On The Rivet Management is based in Gainesville, Ga. The company has more than 30 years of experience with brand management and sporting events. Corporate Partners for 2014 include 5-hour ENERGY®, KENDA Tires, and Devinci Bikes. New partners for 2014: Infinit nutrition, Pedro's tool, clean and lube, Rudy Project helmets, Suarez Clothing, Speedplay pedals, Swiftwick socks, Vitalyte, and Vittoria shoes. Returning partners for 2014: Arundel, Banjo Brothers, Biknd, Chamois Butt'r, Cushe, Fi'zi:k, Full Speed Ahead (FSA), GoPro, Jagwire, K-Edge, microSHIFT, SeaSucker, Smith Optics, Toyota and Vision Wheels. All corporate partnership programs and marketing support are administered by On The Rivet Management. Team information is available on Facebook (5-hour-Energy-presented-by-Kenda-Racing-Team), Twitter (otrmgt) and Web (ontherivetmanagement.com).

About 5-Hour Energy®

5-hour ENERGY® is a liquid energy shot that provides a feeling of energy and alertness that lasts for hours. It contains a blend of B-vitamins and amino acids, zero sugar, four calories, caffeine comparable to a cup of the leading premium coffee. It is available at retail outlets in the United States and Canada as well as throughout the U.K., Ireland, Spain and the Netherlands. Visit the company online at www.5hourenergy.com, on Facebook at 5HourEnergyShot.

Media Contacts:

On The Rivet Management
Jason Kriel
jason@ontherivetmanagement.com
678-549-8027

Peloton Sports, Inc.
Jackie Tyson
sportsPR@pelotonsports.net
678-362-6228

Peloton Sports, Inc.
Keeta Bell
keeta@pelotonsports.net