



PRESS RELEASE

5-hour ENERGY® presented by Kenda Racing Team Heads to New Mexico UCI Event following Joe Martin Stage Race

5-hour ENERGY®
presented by Kenda
Racing Team

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GAINESVILLE, GEORGIA (April 28, 2014) — Continuing with its dynamic racing, the 5-hour ENERGY® presented by Kenda Racing Team placed two riders in the overall Top 10 at the Joe Martin Stage Race presented by Nature Valley. Bobby Sweeting finished third on stage 2 and finished sixth overall after four days of racing in Fayetteville, Arkansas in the second stage race on the USA Cycling National Racing Calendar (NRC). Teammate Sam Bassetti finished eighth in the General Classification. The 5-hour ENERGY Team also finished second in the Team General Classification, only three tenths of a difference from the winner.

“It was a strong showing from the 5-hour ENERGY presented by Kenda Racing Team as all the riders are starting to find the power that seemed to not be there at the start of the season.” Directeur Sportif Frankie Andreu stated.

The stage was set for aggressive racing for the 5-hour ENERGY team after placing two riders within 25 seconds of the race leader on a rainy and windy stage 1, the uphill time trial. Bassetti was only 23 seconds down from the winner with Sweeting, two further seconds off the pace. After covering numerous attacks on stage 2, the 110-mile road race with 5,300 feet of climbing, the Team turned its focus to protecting Sweeting in the dwindling field. Andreu explained, “The 5-hour ENERGY team decided to wait for the final moment to try to come around everybody on the outside, they did a great job. Bobby Sweeting was in position with Sam Bassetti. Sweeting did a great sprint to be able to finish third.”

Stage 3 brought not only more climbing with over 6,000 feet of elevation gain but also wind gusts and crosswinds in the 114-mile road race. Following the pre-race strategy, the Team launched a major attack on the final climb to break up the field. In the chaotic finale, Sweeting finished fourth. Not waiting for the final bunch sprint on stage 4, the hilly 85-minute criterium, the 5-hour ENERGY squad launched rider after rider off the front to tear up the field. Every single one of the riders got off the front in an attack.

Next up for the team is the 28th annual Silver City's Tour of the Gila powered by SRAM in Silver City, New Mexico. The 2.2-rated UCI stage race in New Mexico features over 340 miles in five days, from April 30-May 4, with a total prize purse of \$35,000.

Roster for the Silver City's Tour of the Gila powered by SRAM:

- Chad Beyer (Tucson, Ariz.)
- Jonathan Hornbeck (Murrieta, Cali.)
- Jake Keough (Sandwich, Mass.)
- Bruno Langlois (Quebec City, Quebec)
- Gavin Mannion (Dedham, Mass.)
- Taylor Shelden (Louisville, Colo.)
- Bobby Sweeting (Asheville, N.C.)
- David Williams (Grand Rapids, Mich.)

The **Tour of the Gila** Stage 1 begins Wednesday, April 30 with the Silver City to Mogollon Road Race. It begins at Gough Park in Silver City and ends near the ghost town of Mogollon, stretching a total of 92 miles. Stage 2 is the 76.2-mile Inner Loop Road Race beginning at Pinos Altos, seven miles north of Silver City, and ending at Ft. Bayard. Stage 3 features the Dan Potts Memorial Tyrone Individual Time Trial, which is a total of 16.15 miles beginning and ending in Tyrone, 4.5 miles south of Silver City. Stage 4 is the Downtown Silver City Criterium that runs 43.2 miles for 40 laps. The final stage of the race, Stage 5, is the challenging 100.6-mile Gila Monster Road Race, which begins at Gough Park in Silver City and ends at Pinos Altos, seven miles north of Silver City.

Silver City's Tour of the Gila powered by SRAM

Twitter: @TouroftheGila

Web: <http://www.tourofthegila.com/>

Follow the team in 2014

Twitter: @5hourENERGYTeam (#5HEcycling)

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

Web: ontherivetmanagement.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, Devinci Bikes, Arundel, Banjo Brothers, Biknd, CatEye America, Chamois Butt'r, Cushe, Fi'zi:k, Full Speed Ahead (FSA), GoPro, Infinit nutrition, Jagwire, K-Edge, microSHIFT, Pedro's tool, clean and lube, Rudy Project helmets, SeaSucker, Smith Optics, Suarez Clothing, Speedplay pedals, Swiftwick socks, Toyota, Vision Wheels, Vitalyte, and Vittoria shoes. 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.

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