



PRESS RELEASE

Two Podium Finishes for 5-hour ENERGY Presented by Kenda Racing Team At Sea Otter; Rosters for Winston-Salem and Joe Martin Confirmed

5-hour ENERGY®
presented by Kenda
Racing Team

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Chad E. Beyer
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Jon Hornbeck
[@jonhornbeck](#)

Bruno Langlois
[@BrunoLanglois13](#)

Gavin Mannion
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Christian Parrett
[@cparrett89](#)

Taylor Shelden
[@taylorshelden](#)

James Stemper
[@jimstemper](#)

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[@SweetingR](#)

David Williams
[@DavidR_Williams](#)



GAINESVILLE, GEORGIA (April 17, 2014) — The 5-hour ENERGY® presented by Kenda Racing Team rounded off their California trip with two podium finishes and numerous sponsor visits at the Subaru Sea Otter Classic this past weekend. The team now sets its sights on the next events on the USA Cycling National Racing Calendar and National Criterium Calendar, the Winston-Salem Cycling Classic and the Joe Martin Stage Race.

"After a long absence from the Sea Otter Classic, the 5-hour ENERGY team presented by Kenda returned to this incredible event to showcase our partnership with our sponsors. With a solid showing of teamwork, the team placed Sam Bassetti on the podium in the criterium and Jake Keough on the podium in the circuit race. The team's attendance in the expo area, on multiple days, was a great success as the team visited many of the sponsors that help the team. The riders enjoyed learning about the new products available and it was a small thank you for the support they give to our program." said Directeur Sportif Frankie Andreu.

The 5-hour ENERGY team will head next to North Carolina to race the Winston-Salem Cycling Classic which includes a National Racing Calendar/UCI road race and a National Criterium Calendar (NCC) race from April 18-19. Seven riders will then contest the Joe Martin Stage Race presented by Nature Valley in and around Fayetteville, Arkansas from April 24-27.

Roster for Winston-Salem Cycling Classic:

- Chad Beyer (Tucson, Ariz.)
- Bruno Langlois (Quebec City, Quebec)
- Christian Parrett (Macon, Georgia)
- Taylor Shelden (Louisville, Colo.)
- Bobby Sweeting (Asheville, N.C.)
- David Williams (Grand Rapids, Mich.)

The **Winston-Salem Cycling Classic**, a USA Cycling-sanctioned event with a total purse of approximately \$50,000, will take place in downtown Winston-Salem, N.C., and surrounding areas. The UCI 1.2 road race, on Friday April 18, features 8956 ft of total elevation gain over the 120-mile course. The 75-minute NCC criterium on Saturday, which is also a USA CRITS Series race, takes place on a 0.9-mile loop through downtown Winston-Salem. Both races will be streamed live via the USA CRITS Championship Series YouTube channel (www.youtube.com/usacritsseries).

Roster for Joe Martin Stage Race presented by Nature Valley:

- Sam Bassetti (Santa Rosa, Calif.)
- Bruno Langlois (Quebec City, Quebec)
- Chad Beyer (Tucson, Ariz.)
- Jake Keough (Sandwich, Mass.)
- Christian Parrett (Macon, Georgia)
- Bobby Sweeting (Asheville, N.C.)

- David Williams (Grand Rapids, Mich.)

The **Joe Martin Stage Race** will mark its 12th anniversary as a National Racing Calendar event in 2014. Stage 1, on April 24, is the individual time trial on a 2.5-mile course in the Devil's Den State Park. Stage 2 on April 25, is the 110-mile road race with 5,300 feet of elevation gain. Stage 3 on Saturday is the 114-mile road race and includes four laps of a rolling 23-mile loop. Event concludes on April 27 with Stage 4, the 85-minute criterium raced on 1.2-mile course with a tough climb to the finish line.

Winston-Salem Cycling Classic

Twitter: @WSCycling

Web: www.winstonsalemcycling.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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Media Contacts:

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

Peloton Sports, Inc.- Lyne Lamoureux, lyne@pelotonsports.net

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