



For Immediate Release

HEADLINES: Javelin Cycles Announces the Sponsorship of Michael Lovato

LITTLE ROCK, Arkansas – February 9, 2005 - Javelin Cycles is excited to announce that Michael Lovato will ride a Javelin Barolo for the 2005 triathlon season. Lovato, a top professional triathlete, brings a wealth of experience and a great track record to Javelin. Over the past two seasons, Lovato has won Ironman Coeur d'Alene and the Timberman Half Ironman. Additionally, he has placed ninth overall at the Ironman World Championships in Kona.

"I am very confident that my new relationship with one of triathlon's most innovative companies, Javelin Bicycles, will enable me to realize my goals in Ironman racing," said Lovato. "With Javelin being a forerunner in bicycle fit and aerodynamics, I know that I will gain a great advantage. I look forward to continuing an upward trend in my racing, with the support of a growing force in the triathlon market."

"We are thrilled to have Michael join the Javelin team. We believe 2005 is going to be a great year for him," said Mac McEneaney, Vice President of Sales and Marketing for Javelin. "Michael has proven with his past results that he is one of the top triathletes in the world and we know he'll make a great addition to our team."

In 2005, Lovato has committed to racing at Ironman Arizona, the California Half Ironman at Oceanside, and the Florida Half Ironman at Disney World.

Javelin's product line includes a full range of high performance frames and complete bikes. The pinnacle of Javelin's aerodynamic design achievement is represented in the Arcole and Barolo models. The Arcole and the Barolo are wind tunnel developed aero framesets created specifically with triathletes and time trialists in mind.

Javelin's bike line utilizes titanium, aluminum, scandium and carbon fiber materials in optimum combinations to increase performance. The complete Javelin line is offered through select, high quality bicycle retailers.

Javelin continues building on its winning tradition, with professional athletes including Tim Deboom, Chann McRae, Mari Holden, Alison Dunlap, Carol Montgomery, Andrea Ratkovic, Nicole Freedman and Joanna Zieger having registered victories on Javelin cycles, and is pleased to now add Michael Lovato to the Javelin family as well.

Javelin is headquartered in Little Rock, Arkansas, its home of eleven years.

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