



For Immediate Release

HEADLINE: Javelin Cycles Announces the Sponsorship of Simon Lessing

LITTLE ROCK, Arkansas – March 1, 2005 - Javelin Cycles is excited to announce that Simon Lessing will ride a Javelin Barolo for the 2005 triathlon season. Lessing, one of the world's most accomplished professional triathletes, brings a winning history to Javelin. Over his career, Lessing has amassed worldwide results including major wins at every distance.

Lessing is a 4-time World Triathlon Champion, 2-time Goodwill Games Gold Medalist, 3-time European Champion, and is a 3-time winner of the Escape from Alcatraz Triathlon. In addition, he has registered victories at Ironman USA, The Disney Half Ironman, The Monster Challenge, and is a 4-time winner of the French Iron Tour.

In 2000, Lessing was awarded an MBE (the title of Member of the British Empire) at Buckingham Palace in recognition of his sporting accomplishments.

Lessing is the only male professional athlete to have completed "The Cycle" – winning a major short, long and ultra distance race in a single year. His "Cycle" victories in 2004 included the Escape from Alcatraz short distance race, Disney Half Ironman long-distance race and The US Ironman Championships, Ironman USA ultra-distance race.

In addition, he is one of only three athletes to win World Championships at short and long distances. Mark Allen and Greg Welch are the two other professional triathletes to have accomplished this.

"I left Kona last October knowing that I needed to make some major changes to my cycling position to enhance my efficiency and performance," said Lessing. "In my quest for advice, I flew down to Javelin's facility in Arkansas where I worked with Scott Warren on improving my time trial position for Ironman racing. After setting up on the Javelin Barolo, the differences were obvious and confirmed by test rides. I am excited about riding a Javelin Barolo this season and am confident that I have the most competitive bike on the market that complements my size and riding style."

"Our conversations with Simon have centered around making him as comfortable and as fast as possible for his 2005 race schedule," said Mac McEaney, Vice President of Sales and Marketing for Javelin. "He traveled to Little Rock for an extended fitting session with Scott Warren (Javelin's founder and leading bike designer) so that he could finally get comfortable on his race bike."

In 2005, Lessing is planning to race at: Ralph's Half Ironman, Wildflower Long Course, Disney Half Ironman, Ironman Coeur d'Alene, Escape from Alcatraz, Boulder Peak Triathlon, St. Anthony's Triathlon, City of Los Angeles Triathlon, Chicago Triathlon and ending up in Hawaii at the Ironman World Championships.

The Javelin Barolo that Lessing will ride is the pinnacle of Javelin's aerodynamic design achievements. It is a wind tunnel developed aero frameset created specifically for triathletes and time trialists who need the ultimate, high-performance aero frameset.

This year, Javelin has continued to build on its winning tradition with athletes including Michael Lovato and Lauren Jensen. Simon Lessing has helped further Javelin's commitment to winning.

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

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