

News Release

For Immediate Distribution

Date: 23:02:2006



TREK TO SPONSOR DORNEY TRIATHLON

Human Race are proud to announce that their Official Bike partner TREK, have extended their sponsorship to cover 3 more years and also to become title sponsor of the TREK Dorney Olympic Triathlon in 2006. This year's event takes place on Sunday 25 June at Dorney Lakes, Eton.

John Lunt, Director of Human Race said "We are thrilled that TREK have consolidated their relationship with Human Race and that they have decided to take their sponsorship a level further and taking title sponsor for Dorney. There is no doubt that TREK is a world class brand and their extensive range and price of products suit every level of athlete."

TREK is the world's leading producer in bicycle products and accessories providing the most advanced technology as well as producing many of the cycle industry's innovations. The results speak for themselves; winning team of the Tour de France 7 times and closer to home, UK triathletes Tim Don and Liz Blatchford pedaled to victory, both as British Champions and World Cup winners in 2005.

Brian Buckle, TREK European Marketing Director commented, "Triathlon is one of our key markets and we're delighted to be associated with market leaders Human Race. Our track record in road bikes is second to none and we're here to assist all of Human Race's competitors with our full range of bikes, helping them achieve their goals and enabling our products to push them to their limits."

For the first time in 2006 the TREK Dorney Triathlon is offering an Olympic distance triathlon (1500m swim, 40km bike, 10km run) as well as the Challenge distance (800m, 30km, 7.5k run) for individuals and relay teams. The flat looped bike course will enable competitors to push the limits on the flat, PB conducive course.

To find out more about TREK visit www.trekbikes.co.uk and for further details on the TREK Dorney Triathlon visit www.humanrace.co.uk

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