

**WORLD CHAMPIONSHIP SPORTS NETWORK
PARTNERS WITH USA CRITS CYCLING SERIES**

***WCSN TV and WCSN.com Offering Live and On-Demand Coverage of the 2007
World Championship Sports Network USA Crits Final***

Nationwide and Global Live Coverage is a First in Criterium Racing History

LOS ANGELES, CA – July 3, 2007 – World Championship Sports Network (WCSN), the premier destination for fans of Olympic and lifestyle sports, announced today it has partnered with Swagger, LLC, a leading cycling event organizer specializing in criterium cycling, to deliver white-knuckle action surrounding U.S. events in addition to sponsoring the USA Crits Series season. For the first time in criterium racing history, WCSN will produce and broadcast live coverage of both men's and women's events during the year in the U.S. and worldwide.

A unique form of cycling stressing high-speed racing on short urban courses, fans can watch exclusive live and on-demand coverage of criterium racing online at www.wcsn.com/cycling and via WCSN's 24/7 television channel. This includes the biggest event of the year - the World Championship Sports Network USA Crits Final - taking place in conjunction with and presented by Interbike, North America's largest bicycle trade show.

A breakthrough for the sport, WCSN's sponsorship will give cycling enthusiasts unprecedented access and in-depth analysis to the sharp turns the world-class cyclists corner as they compete in routes through historic districts, scenic downtowns and the hot asphalt of the Vegas desert. WCSN will work with Kent Gordis Productions, a leader in bicycle racing production in North America, to showcase each criterium race with exclusive commentary by cycling expert Kent Gordis, a former cycling racer and seven-time Emmy award winner.

"We are excited to partner with the USA Crits series to bring these incredible events to audiences live for the first time in US criterium racing history," said WCSN CEO and Chairman Claude Ruibal. "With our exclusive coverage and broadening reach, in addition to all our other cycling events from around the world, this is a great opportunity for cycling fans to follow the world's best cyclists throughout the year.

"A broadcast and marketing partner with the reach that WCSN brings is just what cycling needs," stated Ravi Rajcoomar, Swagger Managing Director. "Criterium racing is cycling's most exciting and entertaining form of racing and WCSN's innovative technology will bring that thrill to millions of new fans."

The World Championship Sports Network USA Crits Final will be the evening of September 27, the second to last night of the Interbike trade show in Las Vegas. With over 20,000 enthusiastic bicycle manufacturer and retailer trade show attendees to draw from, the final event will be well supported.

"Criterium racing is one of the most exhilarating forms of bicycle racing," said Lance Camisasca, Interbike's show director. "With thousands of Interbike attendees and local

Las Vegas fans cheering them on, I know the racers will make the WCSN USA Crits Final a climatic event.”

WCSN continues to cover the International Cycling Union (UCI) season of indoor and outdoor World Cup and World Championship events and has recently featured coverage of this year’s Nature Valley Grand Prix, a five-day stage race drawing top pro/elite racers to Minnesota.

Adding to WCSN’s extensive cycling coverage of various series, it will also deliver news, features and results of the 94th Tour de France plus a comprehensive interactive map covering each of the 20 stages of the race.

Audiences will be able to watch all the action in these shorter and exciting routes complemented by WCSN’s wide range of editorial coverage and community features like the latest results, photo galleries, message boards and blogs. In addition to coverage of the USA Crits finals from Las Vegas, WCSN viewers will also have exclusive access to the 2007 UCI Road World Championships from Stuttgart, Germany happening that same week from September 25-30. Fans will be able to watch two great events as cyclists from around the world compete and condition themselves for the 2008 Olympic Games in Beijing.

WCSN will show highlights from all 10 events from the WCSN USA Crits series and this year will broadcast 3 events live including:

- Presbyterian Invitational Criterium in Charlotte, NC (August 4)
- Chris Thater Memorial Criterium in Binghamton, NY (August 25)
- World Championship Sports Network USA Crits Final in Las Vegas, NV (September 27)

On WCSN.com, fans can follow their favorite competitors all season long through complete, uninterrupted live and on-demand video footage via a \$4.95 monthly subscription plus free access to results, photo galleries, behind-the-scenes features, blogs and more. Top highlights from all events will be televised on WCSN TV and on *World Championship Sports*, WCSN’s syndicated show. Broadcast schedules can be found at WCSN.com. Fans can also contact their local cable operator to get more details on the WCSN television channel.

About World Championship Sports Network (WCSN)

World Championship Sports Network (WCSN) is the premier destination for fans of Olympic and lifestyle sports, delivering an immersive experience via exclusive live and on demand coverage of world class competitions, interaction with top athletes and in depth access to sports news and information year round.

WCSN offers comprehensive coverage of over 60 sports disciplines, through exclusive long term programming agreements across a number of key International Federations and National Governing Bodies. Major championship events in sports ranging from Track & Field, Skiing, Swimming, Gymnastics and Cycling to Volleyball, Karate and Taekwondo are featured online at www.wcsn.com and on television via WCSN’s 24/7 cable sports network. WCSN also markets Olympic sports in partnership with International Federations, National Governing Bodies, local organizations, clubs, sponsors, and through related websites and publications.

WCSN has a strategic partnership agreement with Major League Baseball Advanced Media, LP (MLBAM), the interactive media and Internet Company of Major League Baseball, for its website WCSN.com. WCSN's lead investor is Polaris Venture Partners who invests in seed, early stage, and middle market companies in high growth industries. They have over \$3 billion under management and currently invest in over 90 companies. For more information, please visit www.wcsn.com.

About Swagger

Recognized as a leading action and adventure sports production company, Swagger offers an array of business services that include branding, creative services, events and athletes, media packaging and production, mobile programs, public relations and communications, relationship leveraging, sales and sponsorship, staffing resources, and strategic marketing. As the country's leading producer of criterium racing currently producing over forty criterium events, Swagger has over 50 years of combined experience as a sports marketing and event management organization. Swagger has managed America's premier criterium, the Twilight Criterium in Athens, Georgia for 27 years and has assisted with hundreds of large and small-scale events. For more information visit www.swagger.us.

About Interbike

Interbike, produced by Nielsen Business Media, is a full-service trade show company that creates, markets and produces high-quality expos and educational conferences. Producers of the OutDoor Demo and Interbike International Bicycle Expo, Interbike is the leading bicycle industry business-to-business event management company, bringing together top manufacturers, retailers, industry advocates and media to conduct the business of cycling. Finishing its 25th successful year, Interbike (www.interbike.com) gathers more than 1,000 cycling-related brands and more than 21,000 total attendees annually.

About USA Crits

USA Crits National Criterium Series has been developed to feature a brand of cycling unique to the United States, the criterium. Criteriums are historically run on short laps through city streets, they offer spectators the opportunity to watch Olympians, world and national champions up-close as they ride at top speed. This has made the criterium format the most spectator-friendly form of cycling entertainment. Events on the USA Crits series have the ideals that have made criterium racing an American legacy: Challenging courses that showcase arts and entertainment districts; a large and energized base of spectators; broad community support; and strong marketing opportunities for sponsors. For more information visit www.usacrits.com.

About Kent Gordis Productions

Kent Gordis Productions is a New York City-based production company specializing in a wide variety of production, from the fabled Times Square New Year's Eve to the most innovative coverage of bicycle racing in North America. Kent Gordis Production has been at the forefront of bicycle racing production in North America since the late 80's and has been involved with virtually every major cycling event since then. Kent Gordis is a true cycling expert, a former cycling racer who is co-author of "Greg LeMond's Complete Book of Bicycling," who has covered six Tours de France. He has also been the producer and director of dozens of North American cycling events for television and is the recipient of seven Emmy Awards. Kent Gordis Productions intends to make the

USA Crit Series a showcase for a new way of covering cycling on television and the internet.

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