

Trek Inks Title Sponsorship of World's Best Cycling Team



TEAM LEOPARD TREK FORMALLY INTRODUCED AT LUXEMBOURG PRESS EVENT

(Waterloo, WI) - Trek Bicycle announced today, along with Luxembourg-based Leopard True Racing, its co-title sponsorship of the formerly unnamed Luxembourg Pro Cycling Project, creating the LEOPARD TREK cycling team. Featuring podium regulars Fränk and Andy Schleck, as well as classics king Fabian Cancellara, LEOPARD TREK will race team-issued Trek Madone and Speed Concept bicycles throughout 2011 and beyond.

After dominating 13 Grand Tours in the past 12 years, Trek's intimate relationship with professional cycling programs has persistently propelled riders to the pinnacle of their sport. Trek's Race Department will play an integral role in the foundation of the new team, supplying all LEOPARD TREK team cycling equipment and serving as day-to-day technical advisors.

"Ultimately we're driven by the idea that we can make riders go faster," said Trek's Race Department Manager, Scott Daubert. "We've developed a solid knowledge base that we have continued to build upon and expanded for more than a decade. It's amazing when you see that work pay off and know that you helped be a catalyst for real, tangible results. It's why I get up in the morning. It's what we do best."

A real sense of confidence surrounds Team LEOPARD TREK riders and staff, as they have already begun preparations for the 2011 race calendar, dialing in measurements, making adjustments and getting acclimated to their new equipment.

"Trek is more than just a bike sponsor," said LEOPARD TREK team leader Fränk Schleck, "they are our partner, our teammate, as important as any rider on the team. They will make us faster."

Trek Bicycles are sold exclusively through Authorized Trek Retailers. For more information about Trek and to find the Trek Retailer nearest you, visit www.trekbikes.com.

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They will make us faster."*

FRÄNK SCHLECK

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trekbikes.com.