

FOR IMMEDIATE RELEASE

2009 SCHEDULE

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SUPERWEEK -Point Premium Root Beer - International Cycling Classic / SuperWeek Pro
Tour to celebrate 41st year and announce 2009 Schedule!

Our 41st Year July 9th -26th, 2009

July 9th – Volkswagen Media Day

Milwaukee, Wisconsin

July 10th – Beverly Hills Cycling Classic / Presented by Beverly Bike & Ski and Vee Pak

Chicago, Illinois

SUPER WEEK - PRIMES

July 11th – Metro South Medical Center – Blue Island Pro/Am

Blue Island, Illinois

SUPER WEEK PRIMES

July 12th – Elgin Cycling Classic – A classic Road Race in the city

Elgin, Illinois

SUPER WEEK - PRIMES

July 13th – Richton Park Criterium

Richton Park, Illinois

July 14th – Arlington Heights Criterium – NEW RACE

Arlington Heights, Illinois

SUPER WEEK - PRIMES

July 15th – Ray Basso Bensenville Criterium

Bensenville, Illinois

SUPER WEEK PRIMES

July 16th – The Shorewood Foundation Presents- The Tim Hart DDS/ Rainbow Jersey Criterium

Shorewood, Wisconsin

SUPER WEEK - PRIMES

July 17th – The Pharma Pacific – Tour Of Holy Hill- Road Race

Hartford, Wisconsin

July 18th – Schlitz Park Cycling Challenge – The return of The King of the Hill

Milwaukee, Wisconsin

SUPER WEEK - PRIMES

July 19th – The North Shore University Health System - Grand Prix

Evanston, Illinois

SUPER WEEK PRIMES

July 20th – Volkswagon - Whitnall Park Road Race

Hales Corners, Wisconsin

July 21st – Wisconsin Discount Securities Corporation – Cedarburg Cycling Classic

Cedarburg, Wisconsin

SUPER WEEK - PRIMES

July 22nd - TBA

Milwaukee, Wisconsin

July 23rd, Racine.org Criterium

Racine, Wisconsin

SUPER WEEK - PRIMES

July 24th – Chase – Food Folks and Spokes

Kenosha, Wisconsin

July 25th - The Great Downer Avenue Bike Race / Presented by Point Beer and Alto Lab

Milwaukee, Wisconsin

SUPER WEEK - PRIMES

July 26th – The Whitefish Bay Classic

Whitefish Bay, Wisconsin

SUPER WEEK - PRIMES

“ This year we are expecting a huge turn out, and I am excited things are well organized and ready to go early this year! I am glad to see some new events this year and expect some great hard races,” said Event Founder, Race Director and Grandfather of Cycling in the US - Otto Wenz.

“ We have worked very hard this year to get the schedule set early. SuperWeek 2009 has some great new courses and the return of some awesome oldies,” said Marketing Director Michael Garrison.

“ In 2009 SUPERWEEK is poised to have the best race series ever! , and we expect an international war waged on Bicycles.” said Director of Operations, Andy Garrison.

About the Point Premium Root Beer International Cycling Classic

The Point Premium Root Beer International Cycling Classic attracts top riders from across the United States and more than twenty foreign countries to compete in the longest-running multi-day bicycle race in the United States. The 41st annual event will take place from July 9th-26th, 2009 with races throughout Eastern Wisconsin and Northern Illinois. The Classic and Super week Pro Tour, is produced by Breakaway Event Productions, LLC, and is sanctioned by USA Cycling. Additional information can be found at www.internationalcycling.com

About Stevens Point Brewery

Founded in 1857, Steven Point Brewery is one of the oldest breweries in the United States. During the 1920s and '30s, the brewery was one of the few breweries to make it through Prohibition by producing near-beer products and soft drinks. The Stevens Point Brewery uses special blends of the highest-grade barley, malts, grains and the choicest hops to make their hand-crafted beers. Its brands include: Point Special Lager, which won the gold medal in the American Premium Lager category at the 2003 Great American Beer Festival; Point Classic Amber, Point Cascade Pale Ale, Point Horizon Wheat, Point Belgian White, Point Spring Bock, and four seasonal craft beers.

Point Premium Root Beer was awarded a gold medal by the Beverage Testing Institute. Other premium soft drinks include; Point Diet Root Beer, Point Black Cherry Cream, Point Vanilla Cream, and Point Orange Cream.

For more information about the Stevens Point Brewery, visit www.pointbeer.com or call (715) 344-9310. Tours of the brewery are available, with schedules listed on the Web site.

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