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FOR IMMEDIATE RELEASE

### **Spinning® Le Tour de France Invites Fitness Clubs Worldwide to Ride Along**

June 1, 2010, Venice, Calif.—A new event called Spinning® Le Tour de France invites all fitness facilities to participate in a ride with the greatest professional cyclists in the world on July 3, 2010. This unique opportunity allows Spinning enthusiasts in the United States and Europe to join together on their Spinner® bikes and cycle alongside Lance Armstrong, Alberto Contador and other Tour de France favorites via a live stream.

Spinning Le Tour de France will be presented to the world for the first time during le Grand Départ (the start of the Tour de France 2010) in Rotterdam, the Netherlands. Rotterdam challenges other cities to become the city that produces the most “energy” by participating in Spinning Le Tour de France. Prizes for the winning city are trees that can be planted in the local community. The winning city will be determined based on the number of participating facilities, number of riders and other factors.

In Rotterdam, a relay race will take place on a 200-square-meter stage, which is located in the start/finish area. The relay race will take place during the prologue of Le Grand Départ when the riders in the Tour de France ride their individual time trial. Each hour, 50 Spinning fans and world-famous Spinning instructors will cycle together on stage with/at the same time as the riders of Le Tour de France. Here they will set the benchmark for Spinning fans around the world in terms of generated energy per hour. The television registration of this relay race together with live-action images and general noise from the prologue of Le Tour de France will be broadcasted live via a streaming Internet feed to the participating fitness facilities all over the world.

The entrance fee to join the unique, live Spinning Le Tour de France 2010 is \$500 per club. A unique access code will enable each club to view broadcasts of the Rotterdam Spinning stage and the actual race from 4:00–8:00 p.m. Central European Time (CET). Fitness facilities will need an adequate Internet connection, TV reception and TV monitors in their club to participate. When your subscription has been completed, a test program will be held (in June) at your location.

You could be one of the participating clubs—subscribe now! <http://www.spinningletourdefrance.org/>

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