



For Immediate Release

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Media Contact: Amy Hornyak
Highline Sports & Entertainment
(O) 970-476-6797 x108 / (C) 970-331-1250
Amy@gohighline.com

ULTRA 100 MOUNTAIN BIKE RACE RETURNS TO BEAVER CREEK JULY 30 - GRIT, GUTS AND GUMPTION REQUIRED

BEAVER CREEK, Colorado — Ready for a little mud, sweat and gears? Then get ready for one of the roughest and toughest mountain bike races of its kind, the 2005 Ultra 100. This year the Ultra is featured as part of the Beaver Creek Adventure Weekend, July 29-31. The weekend includes an adventure sprint race, adventure racing and navigation workshops, and a six-hour uphill trail running race.

Slated for Saturday, July 30, the Ultra 100 will Start and Finish in picturesque Beaver Creek, Colorado. Participants are offered a full gamut of race entry options, featuring the traditional 100-Mile Individual and 2-person Team divisions, along with the 100-K Individual and 2-person Team categories.

“The Ultra 100 covers incredibly challenging terrain that is guaranteed to take a toll on the mind and body,” explained Amy Hornyak of Highline Sports & Entertainment, the Colorado-based sports marketing company responsible for the Ultra 100 Mountain Bike Race. "It's a mental and physical test of toughness, but the sheer exhilaration and sense of accomplishment at the finish line makes the effort truly worthwhile."

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2005 Ultra 100 Mountain Bike Race

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In addition to strong lungs and legs, the Ultra courses also require solid intermediate mountain bike handling skills. Run primarily on four-wheel drive roads that traverse some of the most spectacular scenery in the Vail Valley and the White River National Forest, the Ultra also features a pair of steady climbs of more than 3,600 feet, along with several 1,000-foot ascents thrown in for good measure.

“The 100-Mile race includes June Creek and Muddy Pass,” offered Highline’s Jeff Brausch, “and although Muddy Pass is absent from the 100-K, the June Creek climb and Red & White Mountain Road acts as a training ground for participants working up to the 100-Mile distance.”

Sign up today online at www.mtbrace.com. Registration fees include Individual 100 Miles \$160, Individual 100K \$130, Team 100 Miles \$130 (per person), and Team 100K \$75 (per person).

The 2005 Ultra 100 Mountain Bike Race is your thanks to the Beaver Creek Resort Company. To learn more about the 2005 Ultra 100 visit www.mtbrace.com. For more information on Highline Sports visit www.gohighline.com or call (970) 476-6797.

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ABOUT HIGHLINE

Highline is a leading provider of sports and entertainment event marketing services to corporate America. Since 1995, the company has created turnkey event marketing programs, sponsorships and successful partnerships with many of the world’s leading brands. Highline’s high profile events have been staged at major venues throughout North America and have been seen by millions in person and through major broadcast media.

