



For Immediate Release

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**ULTRA 100 MOUNTAIN BIKE RACE TO RUN CIRCLES AROUND THE
COMPETITION WITH NEW LAP COURSE FORMAT**

BEAVER CREEK, Colorado — The Ultra 100 mountain bike race returns to Beaver Creek this summer featuring a brand new course and additional team entry options. Competitors now have the opportunity to ride circles around their fellow riders, literally, as race organizers have created a new 20-mile race loop within the boundaries of Beaver Creek, Bachelor Gulch and Arrowhead.

Slated for Saturday, August 19, 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, as well as the 100K Individual. Newly added team options include 100 Mile 5-Person Team and 100K 3-Person Team categories.

“The new course was created in response to feedback from riders, spectators and sponsors,” explained Amy Hornyak of Highline Sports & Entertainment, the Colorado-based sports marketing company responsible for the Ultra 100 Mountain Bike Race. “The lap format gives spectators and support crews the ability to monitor their riders more closely and provides the opportunity to employ various strategies and tactics during the race.”

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2006 Ultra 100 Mountain Bike Race

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Run primarily on service trails and singletrack within the boundaries of Beaver Creek, the new course allows riders to concentrate on the task at hand without having to worry about highway crossings, sheep herds or OHV (off highway vehicle) traffic. Incorporating aspen-lined singletrack and service trails, participants will enjoy even greater scenery of the Vail Valley and the White River National Forest. The 2006 Ultra also features a pair of steady climbs of approximately 1,000 feet, along with a few 500 foot climbs on each lap.

“The 100-Mile race includes the best mountain biking trail sections that Beaver Creek, Bachelor Gulch and Arrowhead have to offer,” offered Highline’s Event Director, Bryan Rooney. “The sections are accessible to riders in all divisions, as racers will tackle the same course. Different classifications determine the number of times each rider circles the 20-mile loop. It’s sure to be an action-packed race with much more activity than in years past!”

Highline organizers partnered with Beaver Creek’s Mike Kloser, a world mountain bike and Eco-Challenge champion, to create the challenging new course. Rider service has also been enhanced with the addition of bike mechanics, entertainment and music at aid stations. The Start/Finish area hosts a bike wash, food and beverage, expo tents, and a post-race party and concert for all to enjoy.

Interested riders may register today online at www.mtbrace.com. Registration fees include 100 Mile Individual \$160, 100K Individual \$130, 100 Mile 2-Person Team \$95 (per person), 100 Mile 5-Person Team \$75 (per person), and 100K 3-Person Team \$75 (per person). All riders that are signed up by July 1, 2006, will also receive a limited edition custom Ultra 100 race jersey, by Voler. Be aware that there are no refunds. An entry may be transferred one time only for a \$50 fee.

2006 Ultra 100 Mountain Bike Race

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The 2006 Ultra 100 Mountain Bike Race is your thanks to the Beaver Creek Resort Company, Volvo and Gatorade. To learn more about the 2006 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.