



MEDIA RELEASE

CONTACTS: Tim Carroll
Prodir Pens
Vice President
(727) 209-2990
tcarrol@prodir.us

Michael Roth
AEG
Vice President, Communications
(213) 742-7155
mroth@staplescenter.com

AEG AND PRODIR ANNOUNCE AMGEN TOUR OF CALIFORNIA SPONSORSHIP *International Pen Company Becomes a Sponsor for Inaugural Professional Cycling Race Across California from February 19-26*

LOS ANGELES, February 17, 2006 – Prodir and AEG today announced a sponsorship agreement that names Prodir as the official pen of the inaugural **Amgen Tour of California** (UCI 2.1), an internationally sanctioned professional cycling road race to be held throughout California February 19-26, 2006.

Owned and operated by AEG, the **Amgen Tour of California** joins the cycling calendar as one of North America's most anticipated events for 2006. Modeled after the Tour de France, 16 of the world's best professional cycling teams will compete across 600 miles of scenic California roadway as the race makes its way from San Francisco to Redondo Beach, Calif.

Prodir will have a presence at the race with a festival booth at each of the eight race stage locations. The company will also assist the race in designating official members of the media by supplying the official vests for official race photographers.

"Prodir is a long-time supporter of the cycling and we're pleased to have them expand their involvement in the sport by sponsoring the inaugural **Amgen Tour of California**," said Shawn Hunter, president, AEG Sports.

In addition, Prodir is the title sponsor of one of the eight UCI Pro Tour Teams taking part in this year's race. **Prodir – Saunier Duval** will bring two-time winner of the Giro d'Italia, Gilberto Simoni, as well as American Aaron Olsen and two-time San Francisco Grand Prix winner Charles Dionne (CAN).

"We are delighted to be a part of this inaugural race and excited to help advance the sport of cycling here in the United States through both our team's participation and our partnership with the race itself," said Tim Carroll, vice president of Prodir.

For more information about the inaugural Amgen Tour of California, please visit www.amgentourofcalifornia.com.

-more-

About Prodir

Prodir is a leading global supplier of pens, mechanical pencils and gel ink pens to the promotional products industry. Prodir is based in Rivera, Switzerland with North American sales operations in St. Petersburg, Florida. Prodir is an award winning manufacturer well known for its' meticulous precision employed in all phases of design and production. The Prodir refill has been acclaimed as one of the finest in the world.

About AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Corporation, owns or controls a collection of companies including facilities such as STAPLES Center, The Home Depot Center, The Manchester Evening News Arena and NOKIA Theatre Times Square; sports franchises including the Los Angeles Kings (NHL), five Major League Soccer franchises, two hockey franchises operated in Europe, management of shares of the Los Angeles Lakers (NBA) and Los Angeles Sparks (WNBA) owned by Philip Anschutz and the **Amgen Tour of California** cycling road race debuting in San Francisco on February 19th; AEG LIVE, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. Additionally, the company has begun fully developing the 28-acre Millennium Dome and adjacent property located in the eastern part of London along the Thames River and will create the O2, a new arena within the 'Dome' and additional arenas, on a 50-acre site in the heart of Berlin and Spring Center in Kansas City, Missouri; stadiums in Bridgeview, Illinois and Harrison, New Jersey. For more information, visit AEG today at www.aegworldwide.com

More information about the **Amgen Tour of California** is available at www.amgentourofcalifornia.com.

#