



2010 FACT SHEET

OVERVIEW: As America's most successful cycling race, the **Amgen Tour of California** is one of the nation's largest and most recognized annual sporting events. An eight-day event, this prestigious cycling road race features elite professional teams and athletes from around the world. One of the only American races listed on the international professional cycling calendar (2. HC ranking), the **Amgen Tour of California** awards important, world-ranking points to the top finishers. The **Amgen Tour of California** brings the drama and excitement of professional cycling to California for the fifth consecutive year in 2010.

WHEN & WHERE: Running eight days, from May 16-23, 2010, the **Amgen Tour of California** will showcase more than 800 miles of scenic California roadways. The 16 host cities include: Nevada City (new city for 2010), Sacramento, Davis, Santa Rosa, San Francisco, Santa Cruz, San Jose, Modesto, Visalia, Bakersfield (new city for 2010), Palmdale (new city for 2010), Big Bear Lake (new city for 2010), Los Angeles (new city for 2010) and Thousand Oaks/Westlake Village (new city for 2010)/Agoura Hills (new city for 2010).

TEAMS: Teams and riders participating in the race will include Tour de France top competitors, world champions and Olympic medalists.

2009 RESULTS:

2009 TOP RIDERS

Position	Rider	Team
1	Levi Leipheimer	Astana
2	David Zabriskie	Garmin-Slipstream
3	Michael Rogers	Columbia-HighRoad
4	Jens Voigt	Team Saxo Bank
5	Thomas Lovkvist	Columbia-HighRoad

2009 TOP TEAMS

Position	Team
1	Astana
2	Team Saxo Bank
3	Garmin-Slipstream

ATTENDANCE: Continuing to set records in attendance for a single sporting event in the state of California, as well as any cycling event ever held in the United States, the **2009 Amgen Tour of California** drew 2 million spectators, surpassing previous years' turnouts. Additionally, fans and enthusiasts from around the world tuned in to the action via nightly television broadcasts and the race Web site.

ECONOMIC IMPACT:

Each year, the **Amgen Tour of California** and related activities have had an estimated economic impact of more than \$100 million on the participating host cities throughout the course of the race.

FESTIVAL:

The **Amgen Tour of California** will once again feature a free Lifestyle Festival in each finish city with family friendly activities, demonstrations and cycling displays.

SPONSOR:

Returning this year as the title sponsor of the **2010 Amgen Tour of California**, Amgen will continue to leverage its race sponsorship to raise awareness of its mission to serve patients battling serious illness. In line with this mission, Amgen strives to empower patients and their caregivers by connecting them to free education, resources and hope through the *Breakaway from Cancer*[®] initiative. Founded in 2005, *Breakaway from Cancer* is a national initiative to increase awareness of the important resources available to people affected by cancer ranging from prevention to diagnosis to education and support into survivorship. Amgen's *Breakaway from Cancer* nonprofit partners – Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and National Coalition for Cancer Survivorship – play leading roles in every aspect of cancer care, complementing the services provided by a patient's team of healthcare professionals. Visit www.breakawayfromcancer.com to learn more. Based in Thousand Oaks, Calif. (a 2010 host city), Amgen's invaluable support of the **Amgen Tour of California** helps ensure its success and impact beyond the sporting arena.