



## **ASO & AEG ENTER INTO CYCLING PARTNERSHIP AGREEMENT**

### **Owners of Tour de France & Amgen Tour of California Create Marketing Partnership**

PARIS (June 16th, 2008) – Amaury Sport Organisation (ASO) and Anschutz Entertainment Group (AEG), owners respectively of the **Tour de France** and the **Amgen Tour of California**, have formed a multi-dimensional marketing partnership to grow and develop each other's events it was announced by Yann Le Moenner, Deputy Director, Amaury Sport Organisation S.A. (ASO), Christian Prudhomme, Director of the Tour de France and Andrew Messick, President, AEG Sports.

Beginning with the upcoming 2008 Tour de France and 2009 Amgen Tour of California, the multi-year agreement calls for the organizations to develop and initiate comprehensive cross promotional platforms for the world's most prestigious cycling event and America's most successful cycling race as well as provide assistance with media and sponsorship sales for the races in their respective regions.

“Being able to partner with one of the leading sports and entertainment group in the United States is a great privilege for ASO” said Yann Le Moenner. “AEG’s success in developing and promoting properties like the Los Angeles Galaxy team with David Beckham as well as, among others, the NHL’s Los Angeles Kings, will greatly benefit the Tour de France in the United States. “

“The Tour of California, which will celebrate its 4th anniversary in February 2009, is still a brand new event on the cycling calendar but one with a promising future ahead of it” added Christian Prudhomme. “Here at A.S.O. we are particularly pleased to be able to provide this event with our support and our recognised skills and know-how established through the organisation of centenary events, such as the Tour de France, Paris-Roubaix, Liège-Bastogne-Liège...But we believe that it is also our duty to participate in the worldwide promotion and expansion of the sport of cycling and the development of constantly evolving new races, like the Tour of California.”

Among the key components of the agreement, ASO will assist AEG with the international distribution of the Amgen Tour of California television and digital media rights. ASO will develop, produce and distribute a portfolio of programming formats including live coverage of the race. Additionally, AEG will be assisting ASO with the sales of specific sponsorship packages designed for partners looking for the ability to communicate through cycling's most prestigious brand in the United States.

“AEG is delighted to be able to partner with the Amaury Sport Organization, who is without doubt the world's most experienced and successful organizer of bicycle races,” said Messick.



“With their help, we hope to be able to help to grow the sport of cycling, the Tour de France, and of course our Amgen Tour of California.”

The partnership will be focused on the support and development of each organization’s race and will leverage all marketing assets and media associated with each event including on-site visibility as well as broadcast components.

#### **ABOUT THE TOUR DE FRANCE**

This year, the Tour de France will start on July 5<sup>th</sup> from Brest to finish in Paris on the prestigious Avenue of the Champs-Élysées on July 27<sup>th</sup> ([www.letour.com](http://www.letour.com))

#### **ABOUT THE AMGEN TOUR OF CALIFORNIA**

Created in 2006, it is America’s most successful cycling race. The Amgen Tour of California is an eight-day professional cycling competition staged across many of California’s most scenic state highways, roadways and coastline drives. In addition to being one of the United States’ most recognized annual sports events, the international, world-class road race has offered the highest prize purse of any cycling race in North America in each of its first three years.

#### **ABOUT ASO**

A.S.O is a wholly owned subsidiary of the Media Group “EPA”, Edition Philippe Amaury. Created in September 1992, ASO is specialised in the organisation of renowned sports events, such as the Tour de France, the Dakar and the Paris Marathon. Over the last few years, the company has expanded, A.S.O. having intensified its activities in cycling (Paris-Nice, Tour of Qatar, Tour du Faso) and taken up new disciplines, such as golf (the Open de France, the oldest tournament on the European continent) and equestrian sports (creating for the occasion a yearly event christened R.I.D.E: Rencontres Internationales des Disciplines Equestres) and has just launched the Merrell Oxygen Challenge (Out Door Event, trail and Mountain bike)

#### **ABOUT AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, The Home Depot Center, Sprint Center, The O2, NOKIA Theatre L.A. LIVE and NOKIA Theatre Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, a Major League Lacrosse team, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers, the ING Bay to Breakers foot race and the Amgen Tour of California cycling road race; 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. For more information, visit AEG today at [www.aegworldwide.com](http://www.aegworldwide.com)

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