



iSportWest and Velocomp Announce 2010 Amgen Team Sponsorship

Mission Viejo, CA – February 3, 2010 – iSportWest, a Southern-California-based firm, and Velocomp, makers of the iBike line of power meters, are proud to announce their joint sponsorship of the Amgen-UBS Elite Masters Cycling Team for 2010-2011. The highly successful Amgen-UBS Elite Masters includes multiple National Champions, former Olympians, and World Champions.

“[iSportWest](#) and Velocomp are excited to be working with the Amgen-UBS Elite Masters Team for 2010 and 2011. With the depth of their team, we will be able to get feedback that will help us improve the iBike even more.”, says Eben Benade, owner of iSportWest. Benade adds, “Also, as part of our sponsorship we will provide members of Amgen Cycling Club preferred access to the iBike line of products, as well as our base of coaches who focus on training with power.”

Current iBike user and Amgen-UBS Elite Masters cyclist Antony Galvan is already an iBike advocate. “The iBike has helped me tremendously in my training and racing by providing me with extremely accurate information on cadence, wattage, heart-rate and a ton of other useful data. With this I have been able to chart my progress and develop a training program based on specific measurable data. The end result? I have been able to increase my wattage SUBSTANTIALLY and that means one thing: FASTER. The iBike is an integral part of my success. I couldn't have done it without it!” noted Galvan. Fellow teammates are looking forward to similar success.

John Hamann of Velocomp believes they will. “We’ve worked long and hard to develop a power meter that not only addresses the issues of existing power meters (weight, inflexibility, complexity and cost) but most importantly to deliver on the imperatives of consistency, accuracy and quality. We’ve seen how training with power and aerodynamic measurements can impact the success of a cyclist and wanted to put those tools within reach of all cyclists.”

The Amgen-UBS Elite Masters team preliminary race calendar includes a mix of regional and national-level events, including the Callville Bay Classic in February, San Dimas Stage Race in March, the Ventura County Stage Race in May, and the Masters National Championships in August. Selected team members will also be headed to Austria in late August for Masters Worlds!

Regular updates from the team’s training and racing experience can be found on [iSportWest.com](#).

About Velocomp, LLP

Velocomp, LLP is a sports technology company based in Boca Raton, Florida. The first in the bicycle industry to deliver advanced power measurement at a mainstream price, Velocomp is dedicated to product breakthroughs in the areas of performance, measurement, design and value. Launched in June 2006, thousands of iBike power meters are being enjoyed worldwide. www.iBikeSports.com

About iSportWest.com

iSportWest, based in Mission Viejo, California is focused on supplying coaches and their clients with the most up-to-date training resources available. iSportWest.com seeks to be the premier training-centric site providing unique coaches networking opportunities and valuable power training resources for cyclists and coaches.

www.iSportWest.com

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