



Real-Time Data Provides An Edge for Amgen-UBS Masters Team

The strongest team on the west coast this year is quickly proving to be the Amgen-UBS Masters team. With over 10 team wins before March 1st, the 2010 season has started with an impressive string of victories.

While hard work and talent continue to play a significant role in the team's results, the factor that may turn out to be the team's "difference maker" is power training. Sponsored this year by iBike and iSportWest.com the team has made a commitment to training and racing by the numbers.

The riders have started the season using their newly supplied iAero® power meters and, according to Callville Bay Classic 2nd place finisher Chris DeMarchi, it's already paying off, "The time trial at Callville Bay was the first time I used my iAero in an actual Time Trial. I had a fantastic ride with huge power and I owe it to the real-time, on-the-bike data from my iAero. Focusing on the real time data and suffering allowed me to ride on the limit but not blow up. The iBike is awesome." DeMarchi was quick to point out that while not everyone's results may be the same as his in Callville Bay, anyone using an iBike Power Meter can reap great rewards from training with power.

Power in the Numbers

What's it take to make the podium? You can see for yourself. Check out the iBike® power meter ride file provided Chris DeMarchi, who finished 4th in the TT and 2nd overall at the Callville Bay Classic. <http://www.isportwest.com/news.html>

A free download of iBike ride analysis software is available at <http://www.ibikesports.com/downloads.html>

Amgen-UBS Masters Team Season Race Report Update

Keith Ketterer took top honors at the season opening Poor College Kids Road Race on January 30 in the Masters 55+ category.

Strong man Chris DeMarchi took 2nd in the Masters 35+ category, only getting beaten at the line. Chris made up for this the following day at the Mothballs Criterium by stomping the field to take his first win of the season. This was a sign of great things to come from Chris as he has won an impressive 3 more times since then.

Thurlow Rogers, a former Olympian, took a fantastic win at the cold, wet, and windy Boulevard Road Race on February 6, with Chance Fielder coming in solo for 3rd place. The follow day at the Red Trolley Criterium, the Amgen-UBS boys showed their combined power by going 1-2-3 in the Masters 35+ event. This was preceded by Thurlow taking out the 45+ event.

The winning didn't stop there as Chris DeMarchi won the Masters 35+ category at the Roger Milliken Memorial Criterium on Feb 14.

All of these victories were just a precursor to their biggest win of the season, the Callville Bay Classic stage race. After Jamie Paolinetti took out the first stage, the stage was set for a battle royal between the local Paul Tracy team of Las Vegas, team Sho-Air/Sonance, and the Amgen-UBS Masters team.



Stephen Ferretti of Sho-air/Sonance won the next days time trial, putting himself into the lead. Chris DeMarchi road a very impressive time trial, averaging over 450 watts for the 10 minute climb. This also put him in the hunt for the overall victory only 9 seconds back.

The following day's epic road stage, which included 72 miles of rain, wind, dirt roads, and plenty of crashes, was taken out by Amgen-UBS rider Michael Johnson. MJ attacked with 8 miles to go and soloed in for the victory. This put him 6 seconds behind the new race leader, Jonathan Edwards of the Paul Tracy team. Going into the final day criterium, Amgen-UBS showed their strength and team work by putting 4 members in the race winning break. MJ took the final stage and the overall honors with Chris DeMarchi taking 2nd and Jamie Paolinetti taking 5th.

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 coaches unique networking opportunities and valuable power training resources for cyclists and coaches. www.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 Amgen Cycling Club

Amgen Cycling Club is a non-profit, charitable organization with over 800 members at 10 chapters worldwide. Amgen Cycling Club primarily consists of Amgen Inc employees, however is a community based organization that exists to promote cycling fitness and education to its members and residents within its' communities. <http://www.aumelite.org/>

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