



iSportWest and Velocomp Announce 2010 Adageo/Liquid Fitness Team Sponsorship

Mission Viejo, CA – January 4, 2010 – iSportWest in conjunction with Velocomp, the makers of the iBike line of power meters, is proud to announce sponsorship of the Adageo/Liquid Fitness professional cycling team for 2010. The Southern California based Adageo/Liquid Fitness team was recently included as one of only eleven UCI Continental teams for the upcoming year.

Adageo/Liquid Fitness team members have already begun riding with their new iBike power meters and the feedback has been extremely positive. Team member Matt Landers admits being surprised by his experience, “Not only was I blown away by the iBike’s accuracy, I was stunned by how much insight it offered me.”

John Hamann of Velocomp was not, “We’ve worked long and hard to develop a power meter that not only addressed the issues of existing power meters (weight, inflexibility, complexity and cost) but most importantly to deliver on the imperatives of consistency, accuracy and quality”.

“Partnering with the Adageo team will not only enable team members to increase their own fitness and abilities, but it will allow us to gather even more feedback from a racer’s perspective. Training solely based on long miles and heart rate is now antiquated. If you are not training with power, you are limiting your potential. iSportWest and Velocomp are excited to be working with the Adageo team for 2010” says Eben Benade, owner of iSportWest.

The Adageo/Liquid Fitness team’s preliminary race calendar includes a mix of regional and national-level events, including the San Dimas and Redlands Classic stage races in March, the Ventura County Stage Race in May, the International Championship in Philadelphia in June, the Bend Memorial Clinic Cascade Cycling Classic in July and the Larry H. Miller Tour of Utah in August.

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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