



**For Immediate Release**

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**METROMINT CYCLING to COMPETE in 2006 INTERNATIONAL  
CYCLING CLASSIC -- "SUPERWEEK"**

*Eight of Metromint's elite riders to compete in Superweek 2006, the largest multi-category bicycling race in the country, July 7-23<sup>rd</sup> in Wisconsin and Illinois*

SAN FRANCISCO, CA –Metromint Cycling ([www.metromintcycling.com](http://www.metromintcycling.com)), the co-ed cycling team sponsored by Metromint ([www.metromint.com](http://www.metromint.com)), the all-natural mintwater company, will be competing in SUPERWEEK, the 37<sup>th</sup> annual International Cycling Classic.

Eight of the team's elite riders will compete during SUPERWEEK 2006 (<http://www.internationalcycling.com/home.shtml>) in Wisconsin and Illinois July 7-July 23<sup>rd</sup>. This is the largest international multi-category bike race in the country with many riders competing in demanding events for seventeen days in intense summer heat. Racers representing Metromint will include: identical twin brothers Aaron and Colin Beardsley, JD Bergman, Jonathan Carlson, Americo Diaz-Obregon, Sean McBride, Jason Siegel and Fred Stamm. Between them, the athletes represent decades of training and racing experience. These athletes train year-round, each covering 4,000-7,000 thousand of miles annually over varied terrain and weather during hundreds of hours in the saddle until their fitness levels are honed for peak performance. Off the saddle, the cyclists represent a broad cross section of professions, including Siegel, a high school teacher; Stamm, a student at Cal Poly San Luis Obispo; Diaz-Obregon, an architect; Bergman, a massage therapist; Aaron Beardsley, an Emergency Department nurse; and Colin Beardsley and McBride, bicycle mechanics. They will all assemble at Superweek for intense racing and teamwork, working toward both individual and team goals.

The Metromint cyclists will join over 1,400 competitors representing 42 states and 20 countries to race in events that continue for 17 consecutive days. Nearly 165,000 spectators watch and attend Superweek, often cheering from neighborhood lawns that line the courses, and offering the cyclists their hospitality in the form of host homes, food and beverages in the hot summer weather.

The Metromint Cycling Team has an extensive race schedule expanding throughout California and the rest of the country. The 2006 racing season began in January and extends through September. For a complete list of races and events or to learn more about Metromint Cycling, visit [www.metromintcycling.com](http://www.metromintcycling.com).

**About Metromint Cycling**

Metromint Cycling a.k.a. "The Blue Dots" is an amateur bicycle racing team comprised of men and women of all ages and backgrounds, and has existed under various sponsorship for the past ten years. Members of the team train every day of the week all over the San Francisco Bay Area, and participate *en masse* for races that are a priority to the members and to Metromint.

The Metromint Cycling team co-produces the Giro di San Francisco annually on Labor Day. The historical race in the city of San Francisco draws talent from across the country and generates significant local publicity. Each member of the team shares not only a passion for cycling and a competitive spirit, but also a commitment to promote the sport through volunteer efforts and community involvement. The team's mission is to support the road bicycle racing activities of its men and women members while encouraging upward development of its riders to create a competitive elite racing team that develops new talent organically. The team also partners with local organizations such as Bay Area Women's Cycling, the San Francisco Bicycle Coalition and the Oakland High School Composite Mountain Bike Team.

Metromint Cycling's commitment to the development of men and women racers, and the accompanying emphasis on the positive, healthy lifestyles of its racers, is at the core of Metromint's team philosophy. For more information about Metromint Cycling visit [www.metromintcycling.com](http://www.metromintcycling.com).

### **About the International Cycling Classic--SUPERWEEK**

The *International Cycling Classic* is the world's largest multi-category cycling event. The 37th annual event will take place from July 7 - 23, 2006. In 2005 nearly 165,000 spectators lined the streets and country roads to cheer on over 6,400 race entrants representing 42 states and 20 countries – all battling for their share of a \$125,000 purse. The highlight events of each day's racing will be the men's and women's **SUPERWEEK Pro Tour** races, featuring top professional and elite amateur cyclists and teams from across the U.S. and more than 20 foreign countries. The 2006 event series will feature races in twelve city centers throughout Eastern Wisconsin and Northern Illinois, including many locations throughout the Greater Milwaukee area. For more information about **SUPERWEEK** visit: <http://www.internationalcycling.com/home.shtml>

### **2006 Series Schedules:**

- Superweek Pro Tour (Pro/1/2): July 7-23 (17 days)
- Superweek Women's Pro Tour (Pro/1/2/3): July 10-16 (7 days)
- Cat 3 Men: July 8-23 (16 days)
- Cat 4/5 Men: July 8-23 (16 days)
- Cat 3/4 Women: July 18-23 (6 days)
- Wisconsin Discount Securities Masters 30+: July 8-16 (9 days)
- Wisconsin Discount Securities Masters 40+: July 15-23 (9 days)
- Wisconsin Discount Securities Masters 4/5: July 8-12 (5 days)

### **About Metromint**

Metromint is mintwater, pure and simple. Not only does it provide rapid refreshment and an instant cooling sensation, it also provides several natural benefits: mint calms the nerves, soothes and revives the body, stimulates the brain, and energizes the senses. The natural menthol in Metromint also freshens the breath, and can reduce inflammation in the nasal passages and can clear congestion related to colds and allergies.

Metromint is the brainchild of Rio Miura and Scott Lowe. Born in Japan, with a background in product and fashion design, Miura conceived the recipe for Metromint and designed the packaging. Lowe, a Stanford graduate with a degree in International Relations, is responsible for product development and oversees operations. Together they run Soma Beverage Company, LLC., a small group dedicated to making great-tasting beverages that combines the purest ingredients with innovative packaging and extraordinary taste.

Metromint has single-handedly created a new beverage category called mintwater, which

combines the properties of functional and flavored water. Metromint is also quickly gaining popularity in the enhanced, and premium bottled water categories.

Metromint continues to win accolades from national media including *U.S. News & World Report*, *Real Simple*, *Fitness*, The Today Show, and the Food Network. Metromint Peppermint was introduced at the Fancy Food Show in January 2004 and won a "Best of 2004" new product award from Bevnet.com. Metromint's newest variety, Metromint Spearmint was recently introduced in March at the Natural Products Expo West and won a Best New Beverage Award and received a 4-Star rating from BevNet.

Metromint Peppermint is available in 500 ml. size for \$1.39-\$1.99 per bottle (retail) and in six-packs \$6.99-\$7.49 (Retail). Metromint Spearmint is available in stores as well. Metromint has a loyal following among discriminating consumers and is available in stores nationwide including Whole Foods Market, Safeway Naturals, Wild Oats, and other natural food outlets. For more information, visit [www.metromint.com](http://www.metromint.com).