



News From the Pittsburgh 250 News Bureau

For Immediate Release

Editor's Note: Please use "American Eagle Outfitters® Tour of Pennsylvania™, presented by Highmark Healthy High 5®" on first reference.

Contact:

Pam Golden
Allegheny Conference
412.392.4555, ext. 4528
pgolden@alleghenyconference.org

Ron Wahl
ISM-USA
412.427.4893
rwahl@ismusa.us

Argentina Team to Compete for \$150,000 in Tour of Pennsylvania *Pittsburgh Hispanic Chamber to Host Esco-Telefonicos Argentina in Race With Largest-Ever Prize for Young Riders*

PITTSBURGH, June 11, 2008 – Argentina's Esco-Telefonicos cycling team will compete in a six-day stage race in the United States, offering a prize of \$150,000, the world's largest-ever purse for cyclists under age 25.

The Pittsburgh Metropolitan Area Hispanic Chamber of Commerce (PMAHCC) will host the Argentine team as it competes in the American Eagle Outfitters® Tour of Pennsylvania™, presented by Highmark Healthy High 5®. The Tour of Pennsylvania is a six-day stage race covering approximately 420 miles of Pennsylvania's rolling hills and city streets from June 24 – June 29, 2008. The International Cycling Union has sanctioned the race.

The race will feature world-class cyclists under 25 years old who are on the road to becoming cycling's next Olympians and Tour de France competitors. Eighteen teams of six riders each from Argentina, Australia, Belgium, Canada, Netherlands, South Africa, Sweden and the United States will compete.

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The Tour of Pennsylvania is a signature event of Pittsburgh 250, the yearlong celebration of the 250th anniversary of the naming of Pittsburgh.

In addition to the race, Highmark Healthy High 5® Finish Line Festivals are planned in five of the six stage stops. The festivals, which are free and open to the community, are designed to provide fun and engaging activities for kids that promote health and wellness.

“The PMAHCC is proud to sponsor the Argentinean team,” said Victor H. Diaz, CEO. “Our chamber, with the help of National City Bank, is proud to be involved in this effort as it will showcase the region to the International Hispanic community and thus help in our effort to lure investment and businesses from those areas to the region. With the finish line in Pittsburgh, it is also a wonderful opportunity to show the world why Pittsburgh is a global leader in the arts, sciences and athletics.”

“Pittsburgh 250 is the perfect backdrop for the Tour of Pennsylvania,” said Jim Rohr, chairman and chief executive officer of the PNC Financial Services Group and chairman of the Pittsburgh 250 commission. “The race provides a unique occasion to celebrate the 250th anniversary of Bedford, Ligonier and Pittsburgh, all communities through which the race will run and all of which were founded in a single year during the Forbes Campaign of the French and Indian War of 1758.”

About the American Eagle Outfitters® Tour of Pennsylvania™, presented by Highmark Healthy High 5®

The Tour of Pennsylvania™ is the world's richest cycling race for elite international cyclists under age 25. The six day, 420-mile stage race takes place June 24 to 29 from Philadelphia to Pittsburgh, featuring 20 teams of six riders each (ages 18 to 24) from around the world. The tour is sanctioned by the International Cycling Union (UCI) and will feature future stars of the Olympics and Tour de France. The race offers a cash prize list of \$150,000 and will be televised on the Versus cable network, broadcaster of major cycling events including the Tour de France. The Tour of Pennsylvania is being organized by Pittsburgh 250, sponsored by American Eagle Outfitters, the leading lifestyle apparel brand among 15-to-25 year-olds and presented by Highmark Healthy High 5®, which is a five-year, \$100 million children's health promotion initiative of the Highmark Foundation. The initiative's goal is to improve the health of children and adolescents ages 6-18 by providing them with the tools and practices needed to live healthier lives by making informed choices. Highmark Healthy High 5® Finish Line Festivals (which are free and open to the community) will feature health and wellness expos, entertainment, games and prizes at each stage finish. The official AE Tour of Pennsylvania merchandise is being produced by American Eagle Outfitters®. The Tour of Pennsylvania is managed by Tour of PA, LLC, a partnership between ISM-USA of Pittsburgh and Pro Cycling Tour, LLC of Audubon, PA. For more information, visit www.tourofpa.com.

Argentina's Esco-Telefonicos team to Compete in U.S. Race for \$150,000

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About Pittsburgh 250

Pittsburgh 250 is the celebration of the 250th anniversary of the naming of the region in 1758. With the support of business, government and civic leaders from across the region, Pittsburgh 250 has set three goals: Improve awareness of Southwestern Pennsylvania as a global leader in arts, science and quality of life through an integrated regional marketing effort; support the completion of lasting signature projects that connect the region's past to its future; and improve the region's competitiveness for future generations by encouraging grassroots participation in improving communities, attracting visitors, and living healthier lives.

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