



FOR IMMEDIATE RELEASE

Contact:

Meredith Knight
NEP Broadcasting
412-423-1339
Meredith.knight@nepinc.com

Pam Golden
Pittsburgh 250
412-392-4555 ext. 4528
pgolden@alleghenyconference.org

NEP Helps Bring the *Tour of Pennsylvania* into Households Locally and Nationally

June 13, 2008 (Pittsburgh, PA) NEP Broadcasting is pleased to announce its sponsorship of Pittsburgh 250's signature event *American Eagle Outfitters® Tour of Pennsylvania presented by Highmark Healthy High 5®*. This internationally renowned teleproduction services company, headquartered in Pittsburgh, will contribute its production services to broadcast the exciting championship finale of the race on June 29, 2008. The six-day stage race covering 450 miles will start June 24 and feature 120 under 25 riders from all over the world, making it the first of its kind international event with the richest purse in its class.

Airing nationally on the Versus cable network and locally on WPXI-TV, the *Tour of Pennsylvania* will begin in Philadelphia and traverse the historical route of the Forbes Trail that was forged in 1758 by British General John Forbes and Colonel George Washington, culminating in a downtown Pittsburgh championship circuit race as part of the city's 250th anniversary celebration.

NEP will set up a remote broadcast facility right in the heart of downtown Pittsburgh that will serve as the control room for broadcasts on both networks. This mobile production unit will capture the final championship leg of the race as teams of cyclists from six countries make their way to the Pittsburgh finish line. With ten cameras rolling, home viewers will be able to feel all the excitement as 120 cyclists compete in America's first "Espoir" Tour de France-style race in pursuit of a \$150,000 purse.

"We are proud to be headquartered in Pittsburgh," said Debbie Honkus, NEP Founder and Director, "So when the opportunity arose for us to join in celebrating the city and help promote our region on a national stage, we were thrilled to help. This is going to be a big event for Pittsburgh, and we are excited to be a part of it."

"Pittsburgh is fortunate to have NEP along with many other world class partners right here in our backyard," said Robert Petrilli, Senior Vice President of Pittsburgh 250 Operations, "with NEP's support we are able to showcase to a national television audience why the Pittsburgh region is such a great place to live and work as we look forward to celebrating our next 250 years."

-more-

About NEP: NEP Broadcasting is the leading international provider of outsourced teleproduction services vital to the delivery of live sports and entertainment events. Serving the world's premiere broadcast networks and production companies, NEP provides state-of-the-art facilities, engineering expertise and technical management to support telecasts of major events and programs around the globe. With more than 500 employees worldwide, including the finest engineering and technical management in the field, NEP Broadcasting is proud to serve networks, producers and organizations through services provided by its six specialized divisions: Supershooters, Denali, Visions, Screenworks, Studios and Roll to Record along with mobile facility services provided by New Century Productions. For more information on NEP, please visit our website at www.nepinc.com.

About Pittsburgh 250: The American Eagle Outfitters® Tour of Pennsylvania, presented by Highmark Health High 5®, is an important part of Pittsburgh 250, 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. For more information, visit www.imaginepittsburgh.com.

About the American Eagle Outfitters® Tour of Pennsylvania, presented by Highmark Health High 5®: The Tour of Pennsylvania is the world's richest cycling race for elite international cyclists under age 25. The six day, 450 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 brand among 15-to-25 year-olds and presented by Highmark Healthy High 5®, a five-year, \$100 million children's health promotion initiative of the Highmark Foundation. More information on the Tour of Pennsylvania can be found at www.tourofpa.com.

###