

## **FOR IMMEDIATE RELEASE**

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### **Sarah Haskins Takes Silver in 2008 Triathlon World Championships**

Blue Competition Cycles sponsored athletes claim Silver in Women's Elite and Under 23

**Norcross, Georgia – June XX** – Blue Competition Cycles announced that Sarah Haskins, riding a Blue RC8 road bike, won the Silver medal at the 2008 ITU Elite Triathlon World Championships in Vancouver, BC. It was also announced that Jasimine Oeinck, who also rides Blue Competition Cycles, captured Silver in the Under 23 age group.

Sarah Haskins' Olympic aspirations were clearly bolstered by the ITU Elite Women's result in which she took Silver just 3.77 seconds behind surprise winner Helen Tucker of Great Britain. It was Haskin's first World Championship medal. Haskins claimed Silver at the U.S. Olympic triathlon trials held earlier this year in Tuscaloosa, Alabama.

Haskins and Tucker sealed their one-two race finish when they broke away from a six woman lead group near the end of the first lap of cycling. At the 20k mark, they led by more than a minute and at 35k they were more than 2 minutes ahead. Their lead entering the run made it a two-woman footrace for gold. Haskins and Tucker ran together for more than 10K before Tucker inched ahead to take gold.

"As always, the Blue RC8 gave me the solid and sure performance I needed to break free of the pack in the cycling segment," said Haskins. "That ride really set me up to take the silver."

"Sarah and Jasmine are incredible athletes and we are pleased they are part of the Blue Competition Cycles family. We are all looking forward to seeing Sarah compete at the Olympic Games in Beijing," said Chance Regina of Blue Competitive Cycles. "As a relatively young company, we believe results like this prove we are succeeding in our goal to engineer and manufacture world-class bicycles that are a great value."

### **About Blue Competition Cycles**

In 2005, a group of world class cyclists, mountain bikers and triathletes went looking for affordable bicycle frames engineered and constructed to be second-to-none (these folks just *hate* to be second). Frames that had it all: lightweight materials for climbing, superior lateral stiffness and torsional rigidity for efficient power transfer, vertical compliance for comfort and race inspired geometry for perfect fit and precise handling.

Finding nothing, they decided there was only one thing to do. Thus was born Blue Competition Cycles. A company dedicated to engineering and building world class framesets designed to give elite athletes a competitive advantage and affordably priced to enable amateur athletes or serious enthusiasts to own and ride the exact same frame as the pros.

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