

MEDALIST SPORTS EXPANDS PARTNERSHIP WITH

ANSCHUTZ ENTERTAINMENT GROUP TO MANAGE NEW

LEADVILLE TRAIL 100 MOUNTAIN BIKE QUALIFIER SERIES

Host Venue Request for Proposal Now Available for 2011 Events

ATLANTA, Ga. (February 2, 2011) – Medalist Sports, based in Atlanta, Ga., announced today that it has been selected by Anschutz Entertainment Group (AEG) to oversee the event management of the Leadville Trail 100 Qualifier Series. Medalist Sports currently partners with AEG on the technical and operational production of the Amgen Tour of California professional cycling race.

Medalist will assist AEG in the development and execution of the national Leadville Qualifying Series races, each of which will provide athletes the opportunity to earn guaranteed entry into the perennially sold-out Leadville Trail 100 mountain bike race. These qualifying events provide avid cyclists with a coveted opportunity, outside of the traditional Leadville Trail 100 MTB lottery system, to gain entry into this legendary event.

“Medalist Sports continues to deliver an impeccable standard of excellence,” said Andrew Messick, president of AEG Sports. “In addition to their leadership role in the production of professional road cycling events, the focus on high-level mountain bike events like the Leadville Qualifying Series is a natural area of growth for our partnership.”

The reputation of Medalist Sports, along with the personal experience of Medalist Sports Managing Partner Jim Birrell, one of the 2010 Leadville finishers, will combine both a personal

understanding and professional passion in delivering an unprecedented mountain bike race series. “It is an exceptional opportunity to promote an endeavor that affords more opportunities for deserving cyclists to undertake the Leadville 100 journey.”

The Leadville Qualifying Series will initially consist of three races in 2011 and expand to eight races by 2013. The three, 2011 qualifying events will be held in June and July in California, Colorado and the Northeast. In 2012 and 2013, additional qualifying races will be added in Texas, the Southwest, Midwest, Southeast, and an additional race in California. An official Request For Proposal for host venues has been developed in partnership with AEG and is being distributed by Medalist Sports.

Medalist Sports will be responsible for the technical and competitive planning and execution for the series, as well as coordination with each host venue. In addition, Medalist Sports will receive consultation from Life Time Fitness regarding synergy and connection to the Leadville Trail 100 MTB race.

About Medalist Sports

Medalist Sports, LLC is an international, full-service, sports management and production company. An industry leader, Medalist Sports specializes in the successful planning, promotion and management of special events, ranging from professional competitions to amateur experiences, to cause-related/fundraising events. Members of the Medalist team are proud to have been involved with and helped manage such events and properties as Tour DuPont, Tour of China, Amgen Tour of California, Quiznos Pro Challenge, Tour of Utah, Tour de Georgia, Tour of Missouri, the Lance Armstrong Foundation (Livestrong Challenge), USA Cycling Professional Championships, the Tour of Hope, The Dempsey Challenge presented by Amgen and more. Medalist Sports' headquarters are located south of metro Atlanta at P.O. Box 415, Tyrone, GA 30290. The company website is **www.medalistsports.com**.

About AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, The Home Depot Center, Sprint Center, The O2, Nokia Theatre L.A. LIVE and Best Buy Theater Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers, the ING Bay to Breakers foot race, and the Amgen Tour of California cycling road race; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring, and a variety of programming and multi-media production. For more information, visit AEG today at www.aegworldwide.com .

About the Leadville Trail 100 MTB

Since 1994, the Leadville Trail 100 MTB Race has been the pinnacle of the mountain biking world. Currently 103 miles in length and 12,620 feet of climbing, the ultra-distance event is a single- and double-track-style mountain bike race on one of the world's most challenging courses. The weekend event is produced by Life Time Fitness and challenges both amateur and professional mountain bikers to steep climbs and descents, with elevation topping out at more than 12,500 feet. Additional information about the August 13, 2011 event and the Leadville Trail 100 MTB Qualifying Series can be found at leadvilletrail100.com .

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