



## **For Immediate Release**

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### **Kristin Armstrong, World Time Trial and National Champion, Heads the All-American TEAM LIPTON Squad for 2007**

**--TEAM Lipton Becomes UCI-Registered TEAM and Expands Calendar to Include European World Cup Races in Preparation of 2008 Beijing Summer Games--**

**NEW YORK, NY (January 5, 2007)** – LIPTON Tea reveals its commitment to health and vitality, with *its* continued support of TEAM LIPTON women's pro cycling and triathlon team for the 2007 season. With 580 days until the beginning of the Olympic Summer Games, TEAM LIPTON has assembled its roster and race calendar to focus on the Olympic Games. Team LIPTON is poised to dominate women's road racing and looks to build on a highly successful 2006 campaign that included a World Championship title, the National Road Championship title, the National Time Trial Championship title, the NRC overall Team title, over 35 wins and nearly 100 podium finishes.

Leading the TEAM LIPTON squad again for 2007 will be Kristin Armstrong, the World Time Trial Champion, current U.S. National Road and Time Trial Champion and 2004 Olympian. The elite roster includes several Olympic hopefuls for the 2008 Beijing Games, and some of America's best young riders.. TEAM LIPTON will expand its race calendar to prepare for the 2008 Olympics with a race schedule that includes more than 100 events in several countries.

“The TEAm and its athletes are really motivated to use the momentum gained last year to have an even better season this year,” said Thomas Liese, TEAm LIPTON’s director sportif and former Tour de France rider and German National TEAm member. We’ve assembled a TEAm of women who are on top of their game and who respect one another and work incredibly well together,” added Liese.

As a new national squad in 2006, TEAm LIPTON deftly became the top TEAm in the United States and one of the best in the World. Much of the TEAm’s fast track to the top stemmed from the composition of the team, its staff and management and the professionalism of its athletes. “The camaraderie on TEAm LIPTON is second to none,” said Ed Beamon, of *Edj Sports Management*, the firm overseeing TEAm LIPTON. “The selflessness of our TEAm leader, Kristin Armstrong, has created an atmosphere that helps motivate everyone to give *100%, and that adds up to success,*” added Beamon.

For 2007, Armstrong will be headlining a TEAm with five returning riders from the 2006 squad, including Kori Kelly Seehafer, Grace Fleury, Lara (Daily Distraction) Kroepsch, Kristen (Sassy) LaSasso, and Meredith Miller. The squad is made complete with four newcomers, including Lauren Franges, Kim Geist, Brenda Lyons and Nicole Evans. Professional triathlete Rebeccah Wassner and two Ironman triathlon specialists will provide race an extensive multisport calendar that includes World Cups and the Hawaii Ironman World Championships.

“I couldn’t be happier with the TEAm we have for this season,” said Kristin Armstrong. “We have a really solid TEAm with the most supportive staff and management.” “There is no better, more accomplished and vibrant team of athletes to represent the LIPTON brand,” says Patricia Zenobi, Unilever Marketing Director, LIPTON US. “Their commitment to quality performance and inspiring Americans to live well and achieve their fitness and nutrition goals mirrors our values completely.”

## **2007 TEAm LIPTON Roster**

TEAm LIPTON consists of 13 top-level athletes, with a stellar combined resume featuring the Olympic Games, the Tour de France, and the U.S. National and World Championship teams:

- Kristin Armstrong, Boise, ID: 2006 World Time Trial Champion, 2005, 2006 National Time Trial Champion and 2006 National Road Champion, 2004 Olympian and US top finisher in the road race
- Kori Kelly Seehafer, Louisville, CO: Ranked in the top-10 of American road cyclists
- Grace Fleury, Winston-Salem, NC: 2006 Stage 8 winner Tour de l'Aude, 2005 Atlanta 10K Classic champion and 3<sup>rd</sup> place, 2005 U.S. National time trials
- Lara Kroepsch, Newbury Park, CA: 2005 Colorado State Cyclocross Champion; Two-time Collegiate National Criterium and 2005 International Women's Criterium champion
- Kristen LaSasso, La Canada, CA: 2006 Cascade Cycling Classic Champion, climbing specialist
- Meredith Miller, Fort Collins, CO: European World Cup veteran, all-around rider
- Lauren Franges, Asheville, NC: Ranked in the top-10 of American road cyclists, all-around rider
- Brenda Lyons, Santa Rosa, CA: Criterium specialist, *2006 Tour de Toona Stage Winner*
- Kimberly Geist, Emmaus, PA: A track and sprint specialist
- Nicole Evans, Sandy, UT: A climbing and stage race specialist
- Rebeccah Wassner, New York, NY: 2004 Pro Rookie Triathlete of the Year and World Cup triathlete
- Kiki Rutkowski, MD, San Francisco, CA: Ironman World Championship top finisher in 2004 and 2005
- Bodil Arlander, San Francisco, CA: Ironman specialist and multiple-time All-American
- Thomas Liese, Leipzig, Germany: Director Sportif, Tour de France finisher, former German National Champion

"We're thrilled to be managing a women's program of this caliber," added Beamon. "We are extremely grateful to LIPTON, a committed brand that will help grow the sport and provide great opportunities for athletes."

Other supporting sponsors of the team include Fuji Bicycles, Shimano, Biemme, Selle Italia, Oval Concepts, LAS helmets, DeFeet, Smith Optics, Cateye, SKS, SciCon, Continental Tires, and Arundel. For more information about TEAm LIPTON, go to [www.TEAmLipton.com](http://www.TEAmLipton.com). For more information on all the health and vitality benefits of drinking tea, go to [www.Lipton.com](http://www.Lipton.com).

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