



Press Release

Office of Economic Development

FOR IMMEDIATE RELEASE

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***BIKE SHOW* EXTENDED TO JUNE DUE TO HEIGHTENED INTEREST IN CYCLING FROM AMGEN TOUR OF CALIFORNIA**

San Jose Cycling Classic component to focus on South Bay cycling culture

Exhibit at City Windows Gallery to feature historic artifacts and cutting-edge cycling design

SAN JOSE, CALIF., February 19, 2009— Due to strong public response and heightened interest in cycling from the Amgen Tour of California, the San Jose Cycling Classic's *Bike Show: A Celebration South Bay of Cycle Art and Culture*, a free exhibit that explores the history and art of cycling, will be extended to June 26 at San Jose City Hall's City Windows Gallery, 4th & Santa Clara Streets, in Downtown San Jose.

With particular focus on the art and culture found in Silicon Valley, *Bike Show* looks at San Jose and its surrounding cities' long history with cycling that continues today with innovative cycling designs.

“With the inaugural San Jose Cycling Classic, including the return of the Amgen Tour of California, San Jose is preparing for an exciting week of action,” said Mayor Chuck Reed. “The *Bike Show* exhibit will allow residents and visitors to reflect on the remarkable history of cycling in the region while enjoying innovative and creative designs.”

“We’re thrilled with the response to the exhibit—much of it due to the excitement surrounding the Amgen Tour of California. It really demonstrates the interest in cycling in this community to a wide cross-section of the population. Possibly it will inspire more people to consider bicycling as a form of transportation, and art,” said Jennifer Easton, co-curator of *Bike Show* and senior project manager, Public Art, City of San Jose.

A number of factors have contributed to cycling’s long popularity in San Jose and Silicon Valley: a good climate, a history of emigration from Europe, and area’s long-standing pursuit of individual expression through innovation.

Less than 200 years since its inception as a pedal-less “running machine,” the bicycle has insinuated itself into cultures worldwide for exercise, competition, transportation and travel, and work. From the turn of the 20th century when a bicycle-passionate San Jose had four velodromes, nine cycling clubs and at least 3000 active cyclists, to today when cycling clubs abound, bike parties draw hundreds, small frame and part manufacturers garner international attention, and racers circle the only existing velodrome in Northern California, San Jose continues to embrace the bicycle as part of its culture.

***The Bike Show* includes:**

Historic highlights

- A modern reproduction of the earliest bicycle, the human propelled “hobby horse” originally built in 1817
- The Alexandre Lefebvre Velocipede from 1843, an extremely rare example of possibly the first bicycle with a pedal system
- Photos of bicycle racers and events from turn-of-the century San Jose when bicycling was at one of its heights of popularity
- Images of early to mid 20th century advertising and pamphlets touting bicycling from the collection of noted authority of bicycling Jim Langley

Modern Display Highlights

Silicon Valley and San Jose in particular has long been home to a large group of inventors and innovators who have taken bicycling in brand new directions

- The introduction of the Shorty Fatz Eight Series--a new production bicycle from this company that has a loyal following among low-rider enthusiasts
- From Calfee, a frame builder whose name is well known to carbon fiber frame fans, their production bamboo bicycle, a production bicycle made from sustainably-harvested bamboo and hemp, as well as an example of the bicycle they are working with a group on Ghana to produce for both everyday use and potential export
- San Jose frame builder Dale Saso’s Tandem Truck Bike. Saso is a well respected custom frame builder who wants to see bicycles that are more friendly for every day and work. He is developing several “Truck Bikes” as a way to introduce the potential for bikes in work settings and for general use in carry bigger loads on bicycles

- Hand built bikes by Nathan Rumble and Alan Glover—who used his recumbent to ride around the globe, as well as some more artistic interpretations of the bicycle
- Artworks by Silicon Valley artists including Ben Alexy, Abraham Menor, and Abel Gonzalez
- Yahoo!'s Purple Pedals, part of a fleet of the world's first GPS-enabled, solar powered, automatic photo-taking bicycles

ABOUT THE SAN JOSE CYCLING CLASSIC

Produced in anticipation of the upcoming Amgen Tour of California, the San Jose Cycling Classic to be held February 14-21, 2009 throughout San Jose, is a multi-pronged event encompassing professional, amateur and community cycling activities, including the King of the Mountain Time Trail Race and Ride *sponsored* by Mattson Technology, the CEO Challenge *powered* by SunPower and The Criterium *built* by WEBCOR. Other activities include a Cycling Film Night, a *GET BACK ON YOUR BIKE!* presentation and *BIKE SHOW: A Celebration Of Cycle Art & Culture* art exhibition. It is expected to attract more than 1,000 cycling athletes, 20,000 spectators and cycling-related exhibitors.

Funds raised from the San Jose Cycling Classic events will support health, fitness and cycling. Beneficiaries include the Leukemia and Lymphoma Society's Team In Training, the Silicon Valley Bicycle Coalition and Fit for Learning, an initiative—provided by the Santa Clara County Office of Education (SCCOE) in cooperation with Healthy Silicon Valley—that will increase physical activity and encourage healthy nutrition among elementary school students in Santa Clara County. In addition, the San Jose Cycling Classic provides a platform to raise awareness about green mobility and the San Jose Green Vision.

For more information about the San Jose Cycling Classic, please visit, www.sanjosecyclingclassic.com

ABOUT WEBCOR

Webcor Builders is the largest general contractor in California, by volume, and the 10th largest concrete contractor in the nation. Over thirty-five years of serving clients such as Oracle, eBay, Lucasfilm, and the California Academy of Sciences has secured Webcor's position as a leading builder of large-scale, high-profile projects. Visit www.webcor.com for more information.

ABOUT SUNPOWER

SunPower Corporation (Nasdaq: SPWRA, SPWRB) designs, manufactures and delivers high-performance solar-electric systems worldwide for residential, commercial and utility-scale power plant customers. SunPower high-efficiency solar cells and solar panels generate up to 50 percent more power than conventional solar technologies and have a uniquely attractive, all-black appearance. With headquarters in San Jose, Calif., SunPower has offices in North America, Europe, Australia, and Asia. For more information, visit <http://www.SunPowercorp.com>.

ABOUT MATTSON TECHNOLOGY, INC.

Mattson Technology Inc. designs, manufactures, and markets semiconductor wafer processing equipment used in the fabrication of integrated circuits. Mattson Technology is a global leader in the dry strip and rapid thermal processing equipment segments, and is expanding its business into the etch segment. The company's products utilize innovative technology to deliver advanced processing performance and productivity gains to semiconductor

manufacturers worldwide for the fabrication of current- and next-generation integrated circuits. For more information, please contact Mattson Technology, Inc., 47131 Bayside Parkway, Fremont, Calif. 94538. Telephone: (800) MATTSON/(510) 657-5900. Fax: (510) 492-5911. Internet: www.mattson.com.

ABOUT TEAM IN TRAINING

Team In Training (TNT) is the world's largest sports training program, providing professional training to run or walk a full marathon or half marathon or participate in a triathlon, hike adventure or 100 mile century bike ride. Team members raise funds to help support The Leukemia & Lymphoma Society (LLS) in exchange for a life changing experience, certified coaches, training clinics (specific sports, equipment, nutrition, stretching), personal fundraising Web site, support from staff and teammates, a fundraising mentor, event fees, and lodging and airfare to more than 60 accredited events in the US and abroad. LLS raises money for cancer programs, funding research to find cures to leukemia, Hodgkin's and non-Hodgkin's lymphomas, and myeloma - the blood cancers - as well as assistance with the often overwhelming burdens faced by patients and their families currently fighting blood cancers.

ABOUT FIT FOR LEARNING

Fit for Learning is a program provided by the Santa Clara County Office of Education (SCCOE) in cooperation with Healthy Silicon Valley that addresses the crisis of childhood obesity and is a multi-faceted initiative that will increase physical activity and encourage healthy nutrition among elementary school students in Santa Clara County. Fit for Learning addresses the environment at every level: the classroom, the school, the district and community. For more information, visit www.fitforlearning.org.

ABOUT SILICON VALLEY BICYCLE COALITION

The Silicon Valley Bicycle Coalition (SVBC) promotes the bicycle for everyday use because they see bicycling as a central solution to the environmental, health, and social problems facing our planet. As the world becomes more aware of the climate problems caused by pollution from the transportation sector, the Silicon Valley Bicycle Coalition points to bicycling as a very clean and healthy transportation solution. Their programs encourage bicycle and motorist awareness and teach bicyclists safe traffic riding skills. They advocate for more bicycle friendly roads and connecting the trails across the region. SVBC volunteers <http://bikesiliconvalley.org>.

THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT

The San Jose Cycling Classic is being produced by the City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office—which includes the San Jose Office of Cultural Affairs—guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

ABOUT SAN JOSE'S GREEN VISION

On October 7, 2007, Mayor Chuck Reed introduced San Jose's Green Vision, which sets 10 ambitious goals for environmental protection and economic development. This 15-year plan envisions: creating 25,000 Clean Tech jobs; building or retrofitting 50 million square feet of green buildings; installing 100,000 solar roofs (1/10 of Governor Arnold Schwarzenegger's 1 million solar

roofs for California initiative); reducing per capita electricity use by half; becoming a zero waste city; recycling and reusing 100 percent of the city's water; and moving to 100 percent renewable energy. A key part of the San Jose Green vision is the creation of a Green Mobility system—an integrated and sustainable way to get from place to place. Cycling plays a significant part in making this happen. The City, recognized by the League of American Bicyclists with National Bicycle Friendly Community Award, has more than 38,000 bike commuters traveling on more than 150-miles of on-street bikeways. The City offers ongoing bike commuting classes to ensure all have access to key safety training and help transition commuters from cars to bikes. San Jose is in the midst of expanding its bikeways, including a network of trail systems, allowing residents to travel more easily by bicycle, as well as encourage exploration and education about our natural habitat so residents better understand the benefits of a healthy environment and value its preservation. For more information, visit www.sanjoseca.gov/greenvision/.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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