
Media Advisory

Office of Economic Development

AMGEN TOUR OF CALIFORNIA MEDIA CREDENTIALS NOW AVAILABLE

Tour de France-style cycling road race will challenge the world's top professional cycling teams to compete along a demanding course May 16-23, 2010

SAN JOSE, CALIF. (April 1, 2010)— The media credential application for the **2010 Amgen Tour of California** is now available online through **May 9**.

- Please note that a completed media credentials application does not guarantee access. Confirmations will be issued via e-mail.
- Freelancers must submit an assignment letter issued by the news organization they are representing to ghlcredentials@golinharris.com. Only freelancers with a valid letter of assignment will be considered for media credentials.
- Credential applications will be reviewed and confirmations will be issued via e-mail. Credentials will be distributed at the start and finish lines of each stage and **CANNOT BE MAILED**. Credentials can be picked up at the start line in the media tent near the announcer's booth or at the finish line in the press room. Press room locations will be posted in the media information section at www.amgentourofcalifornia.com in May.
- All electronic footage is to be used exclusively as news coverage. Electronic footage gathered for commercial use must be sub-licensed through the race's organizers, AEG. Any electronic footage used in a commercial way without prior approval will be subject to penalties, enforced through legal or arbitration means.
- Placement in media vans is at the discretion of race organizers and will be determined on-site.
- As "photo motos" are very limited, not all requests will be approved. A daily fee of \$250 per moto, per day will be assessed, which includes a driver. A separate

application, which can also be found at the link below, must be completed to be considered for a photo moto.

Please [CLICK HERE](#) to complete the application to be considered for media credentials and/or a photo moto for the **2010 Amgen Tour of California** May 16-23.

If you have questions regarding the 2010 race please feel free to use the media hotline and/or e-mail address below.

GolinHarris Amgen Tour of California Media Hotline

Telephone: (213) 438-8881

E-mail: ghlcredentials@golinharris.com

Beginning with a road stage, a first for the race, the **2010 Amgen Tour of California** will visit 16 host cities for official stage starts and finishes, while other cities along the route also will have the opportunity to witness the excitement of elite professional cycling. Stages for the **2010 Amgen Tour of California** include:

- Stage 1: Sunday, May 16 – Nevada City to Sacramento
- Stage 2: Monday, May 17 – Davis to Santa Rosa
- Stage 3: Tuesday, May 18 – San Francisco to Santa Cruz
- Stage 4: Wednesday, May 19 – San Jose to Modesto
- Stage 5: Thursday, May 20 – Visalia to Bakersfield
- Stage 6: Friday, May 21 – Pasadena to Big Bear Lake
- Stage 7: Saturday, May 22 – Los Angeles (individual time trial)
- Stage 8: Sunday, May 23 – Thousand Oaks/Westlake Village/Agoura Hills

For further information on the 2010 Amgen Tour of California, visit

www.amgentourofcalifornia.com.

About the Amgen Tour of California

The largest cycling event in America, the **2010 Amgen Tour of California** is a Tour de France-style cycling road race, presented by AEG, that challenges the world's top professional cycling teams to compete along a demanding course from May 16-23.

About Amgen

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a broad and deep pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To

learn more about Amgen's pioneering science and vital medicines, visit www.amgen.com. To learn more about Amgen's Breakaway from Cancer initiative, visit www.breakawayfromcancer.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 NOKIA Theatre 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 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.