



TOUR DE GEORGIA MOVING AHEAD AS PLANNED 5th Edition of America's Premier Cycling Continues Preparations

FOR IMMEDIATE RELEASE

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*North America's
Premier, Professional
Cycling Event and
Rolling Festival™*

April 16-22, 2007

Over 600 miles in
one week

12 Host Venues

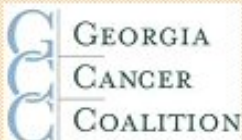
2.3 million spectators
in first four years

15 of the best national
and international
cycling teams
each year

4,000 volunteers

\$26 million in direct
economic impact
in 2006

Benefiting the
Georgia Cancer
Coalition



ATLANTA, Ga. (March 14, 2007) – Organizers announced today that the Tour de Georgia is scheduled as planned, April 16-22, 2007. The Tour de Georgia is the longest professional stage race in North America this year at 667 miles, and remains as one of the highest ranked stage races outside of Europe (2.HC rating). A remarkable field of 15 elite teams will be announced in the coming days. Detailed information about the teams, race route, host venues and sponsors continues to be updated daily at www.tourdegeorgia.com.

“On behalf of the Tour’s Board of Directors (Georgia Partnership of Economic Development), the Georgia Cancer Coalition and Medalist Sports, we are genuinely appreciative of the numerous individuals and corporations who responded to the Tour’s call to action for additional support,” said Chris Aronhalt, Managing Partner of Medalist Sports and Executive Director for the Tour de Georgia. “This is a powerful reflection of the importance of the Tour de Georgia to Georgia’s tourism economy, to our corporate partners and host communities, and to the international cycling community. While we continue to explore additional opportunities for fundraising, we are confident and committed to making this race a reality for Georgia, for cancer awareness and for the global sport of cycling.”

The Tour de Georgia is supported by its twelve host community partners, as well as its Presenting Sponsor, the Georgia Department of Economic Development (GDEcD). Tour officials also wish to recognize and thank the following organizations (listed alphabetically) for their support of the 2007 Tour de Georgia and its objectives:

Aaron’s Corporate Furnishings
ARAMARK Campus Services
Bigelow Advertising
Bissell, Inc.

Classic Signature Foods
CNN Mobile Display
Coca Cola N.A. / C.C.E.
Cox Entreprises
Delta Airlines

Dent Wizard
Discovery Communications
eCorporate Solution
Emory Healthcare
Garmin

GE Energy
Georgia Department of Economic Development
Georgia Lottery

Georgia Power
Heidelberg USA
Hincapie Sportswear
Input Technologies
Jittery Joe’s Coffee

Kraft
Mavic
Maxxis Tires
Oakley

Smith & Nephew
Stone Mountain Memorial Association
Terrapin Beer
Toyota United Pro Cycling
United Community Bank
US Army
Waffle House
Wimbledon Wines

2007 TOUR DE GEORGIA SCHEDULE

Stage 1: Monday, April 16	Peachtree City to Macon
Stage 2: Tuesday, April 17	Thomaston to Rome
Stage 3: Wednesday, April 18	Rome to Chattanooga, Tenn.
Stage 4: Thursday, April 19	Chickamauga/Walker Co. to Lookout Mountain (Time Trial)
Stage 5: Friday, April 20	Dalton to Brasstown Bald Mountain/Towns Co
Stage 6: Saturday, April 21	Lake Lanier Islands/ Hall Co. to Stone Mountain Park/Dekalb Co.
Stage 7: Sunday, April 22	Atlanta (circuit race)

ABOUT THE TOUR DE GEORGIA

The Tour de Georgia is North America's premier, professional cycling event and rolling festival of community activities. The Tour was first held in 2003 and has become a spring tradition with a varying route of over 650 miles of racing. Over 2.3 million spectators have traveled to Georgia to watch the event in the past four years, and direct economic impact has totaled over \$121 million. The event is sanctioned by the Union Cycliste Internationale (2.HC ranking), and USA Cycling, Inc. (USA Cycling Pro Tour Calendar), making the event one of the top stage races for elite athletes around the world. Two of the past four winners have also won the Tour de France, including 2004 champion Lance Armstrong. The Tour's official beneficiary is the Georgia Cancer Coalition. The Tour de Georgia is owned by the Georgia Partnership for Economic Development (GPED) and is managed by Medalist Sports (www.medalistsports.com). Route maps, host venue information, merchandise offerings and sponsor news are available at the official website,, www.tourdegeorgia.com.

ABOUT THE GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a location for film, video and music projects, as well as planning and mobilizing state resources for economic development. For more information, please visit www.georgia.org.

ABOUT THE GEORGIA CANCER COALITION

The Georgia Cancer Coalition is an independent, 501(c) (3) not-for-profit organization located in downtown Atlanta. The Coalition was incorporated under the laws of the state of Georgia effective July 27, 2001. Both the Internal Revenue Service and the Georgia Department of Revenue have granted tax-exempt status to the Coalition. The mission of the Georgia Cancer Coalition is to reduce the number of cancer deaths in the state. In so doing, Georgia intends to become a national leader in cancer control by accelerating prevention, early detection, treatment and research. The Georgia Cancer Coalition brings together leading Georgia hospitals, universities, biotech firms, civic groups, non-profits, and government agencies to provide cancer research, prevention, detection, and treatment of cancer. The Coalition was created to coordinate cancer-dedicated expenditures from the State's share of the National Tobacco Settlement Trust Fund. The Coalition is registered as a Charitable Organization with the Secretary of State. The official website is www.georgiacancer.org.

ABOUT MEDALIST SPORTS

Medalist Sports is a full-service international sports marketing company. Medalist Sports specializes in the planning, promotion and management of multi-day, multi-jurisdiction sports and special events. Clients and event experience include the Tour de Georgia, Amgen Tour of California, Tour of Missouri, USA Cycling Professional Championships and the Lance Armstrong Foundation's LiveStrong Challenge Series. Medalist Sports' headquarters are located south of metro Atlanta at P.O. Box 415, Tyrone, GA 30290. The company website is www.medalistsports.com.