



## PRESS RELEASE

### Rapha Becomes Strategic Marketing and Product Partner to ASO.

**Dec 2010.** Rapha Racing Limited, the London based brand of premium road cycling clothes and accessories, has today signed a strategic partnership agreement with ASO, the owner of the leading road races in the world, including the Tour de France, Paris-Roubaix, Paris-Nice and Liege-Bastogne-Liege.

The two year deal will see Rapha providing marketing and communications advice and producing exclusive products for ASO's growing portfolio of participation events linked to major road races. The focus for 2011 will be on the two Etape du Tour events and the new Paris-Roubaix challenge, to be held on 9th April 2011, the day before the classic race.

Rapha and ASO will be working together to enhance these events and engage active sportive riders with the ASO portfolio of road races. As part of the partnership Rapha will design and produce exclusive jerseys for the events.

Yann Le Moenner, Managing Director at ASO, commented:

*"Rapha makes the finest cycling clothing in the world and ASO produces the best cycling events in the world, so our paths had to cross one day. We have long admired the way Rapha connects with road cyclists and we are looking forward to a great partnership that I'm sure will inspire thousands of riders."*

Rapha Founder and CEO, Simon Mottram, commented:

*"I have been riding the Etape du Tour since 2002, before Rapha was launched. Like many Rapha customers, the Etape remains the pinnacle of our riding season and of the sportive year. To be working with ASO on these events is an amazing privilege."*

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### About Rapha

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.

### About A.S.O.

A.S.O., created in September 1992, is specialised in the organisation of renowned sports events, such as the Tour de France, the Dakar and the Paris Marathon. Over the last few years, the company has expanded, A.S.O. having intensified its activities in the domain of cycling and taken up new disciplines, such as golf, and equestrian sports. Behind the range of internationally renowned and recognised events, Amaury Sport Organisation is focused on a precise goal: the design and management of spectacular top flight competitions respecting the sporting code of values and ethics, with long-term dedication.