



Press release for immediate release

Endura Racing announces 2010 sponsors roster

With the ink barely dry on a number of exciting partnerships for the coming year, **Endura Racing** is now in a position to announce the first wave of 2010 sponsors.

Heading up the bike and product partnership are world-leading bike and component brands **LOOK** and **Sram**. The team backing for Look and Sram comes from UK distributor **Fisher Outdoor Leisure**, who will also be supplying the team with **MET** helmets. A key philosophy of the Endura Racing outfit for 2010 is to be allied to brands that offer cutting-edge technology and a heritage that echoes pedigree and reliability - both LOOK and Sram compliment this thinking.

Speaking about the partnership Fisher CEO Richard Allmark effuses:

"We see our sponsorship of the Endura Racing team over the coming years as a great investment for Fisher and our brands. We are delighted that this fantastic British based team will be racing using some of the world's best products from Sram, LOOK and MET. 2010 should be another great year for British road cycling and it's great for Fisher to be at the heart of it!"

Other product sponsors are **Fizik** saddles and **Continental** tyres, with more product deals to be announced over the coming month.

Outside of product specific partnerships the team will also be allied to Glasgow based online broker **Direct Sharedeal** and sister company **DS Wealth**, along with **DSDFX**. (Direct Sharedeal Foreign Exchange). The new brand offers both private and corporate clients access to wholesale exchange rates, an online trading and payment platform and the kind of personal service that is difficult to attain from larger brokers and banks.

DSD's Mark Wilkinson believes that the tie-in will see new ground being broken for his industry.

"This is DSD's first foray in cycling sponsorship. We are excited that creating this partnership will ensure our business is allied to winners. The sport of cycling, and cycling in general, seems to be in a growth curve in this country and we are especially excited to be involved with the Endura Racing team".

sleepathlete is another exciting addition to the team's support mechanisms and will see the riders using sleepathlete's range of specifically designed sleeping recovery products for sport that will accompany the team in their training, home lives and stage races.

Endura will also gain access to top sleep consultant, Nick Littlehales, who has worked with many leading sports teams, including premiership football clubs and the England Football Team. Littlehales will bring his years of expertise to cycling and will advise on sleep patterns and habits to aid recovery and optimise performance.

The team are saving one of the more innovative sponsorship announcements for communication at the 2010 team launch at Silverstone later this month, and expect this deal to create yet more excitement in the UK pro peloton, as cycling brings in support from a globally renowned brand bolstering the growing interest from the wider world of business.

Endura director **Jim McFarlane** is highly-charged about the partnerships created for 2010, and believes that the team can be proud of its support for the coming season, he states:

"It's worked out really well in the end and probably better than we would have dared hope 6 months ago. We all worked really hard to pull together a team with strength and breadth in its riders, management and support and we didn't once lose sight of where we trying to get to so it's great to now be announcing multi-year partner sponsor agreements with blue chip brands that share our enthusiasm for the team now and the vision of what it can be in the future".

Endura Racing has its sights firmly set on a great domestic season in 2010. With an exciting team line-up announcement in late 2009, including the likes of UK riders Rob Hayles, Ian Wilkinson and Ross Creber, alongside Kiwi's Jason Christie and newly-crowned new Zealand road champion Jack Bauer, the team is also targeting some early season continental action at races such as the Tour of the Mediterranean.

A full race calendar and complete 2010 sponsors line-up will be communicated during the 2010 team launch at Silverstone on the 29th of January.

ENDS

All PR and press duties to be carried out by Cyclevox, the UK-based media, sponsorship and consultancy company. www.cyclevox.com. Contact Matt Ward at matt.ward@cyclevox.com

Endura press and brand enquiries should be directed to Martin Steele at martin@endura.co.uk

Endura product news can be found at www.endura.co.uk

Notes to Editors:

Endura Ltd was founded in Edinburgh, Scotland in 1992 by a keen club cyclist (Jim McFarlane) after his return to Scotland from a 14 month stay in Sydney. Whilst living in Australia Jim had been entering the cycle portion of team triathlon events and, at one such event, had his kit stolen causing him to have to browse for a complete set of replacement kit.

After a great deal of disappointment as to what was on offer he decided that upon his return to Scotland he would attempt to produce cycle clothing that was focussed on function and longevity without cutting corners on material and construction and this is the enduring ethos that still permeates throughout Endura today.

Cyclevox is a media, sponsorship and consultancy company focused on the cycling market. Cyclevox have acted as consultants to many high profile projects including the Cervelo Test Team led by Carlos Sastre, London Paris Cycle Tour and media projects at the Tour De France for major teams. In 2009 Cyclevox Produced 17 television programmes for Eurosport including the British Premier Calendar and European BMX championships.

