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Contacts:
Denise Lavaroni
Eclipse Television and Sports Marketing
415-289-1353 or denise@eclipsetv.net

Al Sommers
Sommers Public Relations
512-330-0500 or
asommers@sommerspr.com

**WORLD'S TOP MOUNTAIN BIKE RACERS DESCEND ON BEAVER CREEK, COLO.
FOR SEPTEMBER 1 GRAND FINALE OF JEEP® KING OF THE MOUNTAIN
2007 MOUNTAIN BIKING WORLD PROFESSIONAL CHAMPIONSHIPS**

Event to Coincide with Beaver Creek Resort's 10th Annual Oktoberfest Celebration

BEAVER CREEK, Colo. – August 25, 2007 – For the second consecutive year, the biggest names in professional mountain bike racing will storm into Beaver Creek Resort in Beaver Creek, Colo., over Labor Day Weekend with the sport's biggest prize on the line. And if last year's grand finale of the Jeep® King of the Mountain - Mountain Biking World Professional Championships was any indication, this year's sequel should be one for the ages.

The Jeep® King of the Mountain 2007 Mountain Biking World Professional Championships, taking place on Saturday, September 1, features 16 of the world's top racers battling shoulder to shoulder in mountain-cross format down a Y-Cross racecourse filled with banked turns, tabletops, step-down jumps, rollers and other elements requiring equal parts skill, speed and guts. At stake is the coveted crown of World Professional Champion, as well as the keys to a new 2008 Jeep Liberty and a lion's share of the record \$100,000 cash payout.

The event, which begins at 12:00 p.m. on Saturday, has been timed to coincide with the 10th anniversary of Beaver Creek's legendary Oktoberfest celebration. As a result, cycling fans and casual observers alike can take in world-class racing while also taking part in the first annual Oktoberfest Shuffle and enjoying Bavarian cuisine, beer, costume and Alpenhorn contests, kid's activities and a live band from Austria.

Set to race in Beaver Creek include Brian Lopes of Laguna Beach, Calif., the world's top ranked racer who just wrapped up his sixth UCI World Cup Championship to go along with nine National Championships and three World Championships. He'll be joined by Michael Prokop of the Czech Republic, the two-time defending Jeep King of the Mountain Champion and reigning Czech Republic BMX and Mountain Bike National Champion, and Temecula, Calif.'s Eric Carter, a two-time U.S. National Champion and former World Champion, among other elite athletes. Prokop won the season's first race in Park City, Utah, with Lopes grabbing the title in the second leg last weekend in San Luis Obispo, Calif.

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*Jeep King of the Mountain Brings Grand Finale of 2007 Mountain Biking World Professional Championships to Beaver Creek Resort in Beaver Creek, Colo., on September 1,
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On the women's side, two-time defending World Professional Champion Jill Kintner of Seattle, Wash., ranked number one in the world, will have to battle against many top contenders including recently crowned U.S. National Champion Melissa Buhl of Chandler, Ariz., and Anneke Beerten of the Netherlands, ranked second in the world. While Kintner claimed the title in the kick-off event, Beerten earned fought back to win race two, meaning it's anyone's game in Beaver Creek.

Three Colorado racers have been invited to join this elite field. They include Chris Del Bosco of Vail, a former U.S.A Cycling National Champion and professional ski racer; Neven Steinmetz of Boulder, a member of the University of Colorado cycling team who has been named to the USA Cycling team for the upcoming 2007 UCI Mountain Bike World Championships; and Lisa Myklak of Boulder, who helps coach the CU racing team and who has podium finishes this year at the Mountain States Cup 4x, NORBA National Dual Slalom, U.S. National Championships and Crankworks Dual Slalom.

This year's event will again be staged on the innovative Y-Cross racecourse, which combines the two most dramatic and popular forms of mountain bike racing into one unique discipline. Competitors begin the race on separate sides of the course (the prongs of the Y) before converging midway into a single course (the crux of the Y). In the bottom section, racers must navigate a series of banked turns, tabletops, step-down jumps and rollers before the track climaxes with an all-out sprint to the finish. The daredevil racecourse has been described as the ultimate format for mountain bike racing, as the overall winners must have a diverse set of skills to win the coveted title of World Professional Champion.

World Professional Champions are crowned based on a system of cumulative points earned throughout the Jeep King of the Mountain Series, which includes three races from August to September 2007. The season kicked off at The Canyons in Park City Utah on August 4, before heading to San Luis Obispo, Calif., on August 18.

Each race of the 2007 Mountain Biking World Professional Championships is televised to a national broadcast audience on CBS Sports, representing the most expansive coverage of professional mountain bike racing in recent history. The race from Beaver Creek Resort will air on CBS Sports on October 21 (check local listings).

About the Jeep King of the Mountain Series

The Jeep King of the Mountain was established in 1993. Jeep is the title sponsor for the Jeep King of the Mountain Series. The Mountain Biking World Professional Championships are the sister competition to wintertime's Skiing & Snowboarding World Professional Championships, now celebrating its 15th season. Other marketing partners for the Jeep King of the Mountain include Bike Magazine, Columbia Sportswear Company, Edge Advanced Shave Gel, John Paul Mitchell Systems, Madonna Inn, Mopar, Nalgene, San Luis Obispo Chamber of Commerce, San Luis Obispo County Visitors Bureau, Utah Sports Commission and Voler. During each race of the World Professional Championships, the athletes will be competing for the right to don the coveted John Paul Mitchell Systems black leader's jersey, while also accruing points toward a cash bonus at season's end.