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NEUTRAL SUPPORT STEPS IT UP A NOTCH WITH CAMPAGNOLO RACE SERVICE

Providence, RI (May 3, 2004) – Where have Butch Balzano and the Volvo cars gone? Nationwide... Butch Balzano and SEM, LLC has teamed up with Volvo Cars of North America and Campagnolo USA to create an expanded neutral support program for America's most prestigious bicycle races.

Campagnolo Race Service will be expanding their program of neutral support to cover more events for the 2004 season. Campagnolo Race Service provides the most knowledgeable mechanics and event managers in the U.S. to over 80 events. This service is provided at events to assist athletes and teams reach the finish line.

Program Director Butch Balzano described the changes: "Unlike previous years where service cars stayed in New England and the East Coast, Campagnolo Race Service and Volvo Cars of North America will have cars on the East Coast, Midwest, and West Coast for greater event coverage."

Campagnolo USA is a natural sponsor for a program like this. "Providing service to the thousands of Campagnolo equipped riders who race at an amateur level was our goal in supporting Butch's program. Campagnolo has always sponsored pro level teams and this was an opportunity we didn't want to miss," explained Richard Storino of Campagnolo USA.

The heart of the Campagnolo Race Service program will be five 2004 Volvo XC70 Cross Country wagons decked in eye-catching full graphic wraps. "The Campagnolo Race Service program provides an ideal showcase for the Cross Country," says Pontus Svensson of Volvo Cars of North America. "Not only do we demonstrate the capabilities of the vehicle but we reach a large audience of active, healthy consumers."

More than 80 events/appearances scheduled for the 2004 season including:

- Sea Otter Classic, Monterey, CA
- Superweek, Milwaukee, WI
- Fitchburg Longsjo Classic, Fitchburg, MA
- NECCS Cyclocross series

Additional marketing partners include: Thule racks, Klein Bicycles, Michelin tires, Deda bars and stems, Selle Italia saddles, Elite Cages, Kryptonite.

A complete event schedule and additional details can be found at www.semeventslle.com