

PRESS RELEASE

Budapest, 27 August 2010

Erste Tour 2010 ends

Amateur road bicycle racers get valuable prizes

Budapest, 27 August 2010 – Prizes totalling HUF 2.2 million were received by participants in the Erste Tour amateur road bicycle race yesterday at the headquarters of main sponsor Erste Bank. The main prize of the competition, a HUF 840,000 Scott bicycle, went to Gábor Sikari.

Before handing out the prizes, Imre Sztanó, Deputy CEO of Erste Bank Hungary responsible for retail division and mastermind behind the competition, said the financial institution continued to be committed to support amateur bicycle racing in Hungary, supplemented with support for amateur bicycle competitive sport. In addition to providing support for the competition series Erste Tour, the bank has provided a HUF 1 million grant to organise races for juniors.

The Deputy CEO has said the bank aims to make the experience of biking available to many more people, therefore Erste Bank has donated two Schwinn-Csepel tandem bicycles to Tandemszem Egyesület [Tandem Eye Association], an organisation engaged in helping the visually impaired to ride bicycles.

Representing Magyar Kerékpáros Szakági Szövetség [Association of Hungarian Bicycle Divisions], Chairman Zsolt Törzsök and Vice Chairman Áron Kovaloczy made a brief recollection of the races in Erste Tour 2010. The first one, held in the environs of Esztergom, will be remembered of extreme weather conditions and Attila Tóth's victory which later proved a decisive triumph. The stage held in an around Tihany saw the highest number of riders and also the toughest climb of the entire series which had to be negotiated with gradients ranging between 15 and 18 degrees at some spots. The race in Szerencs was the only stage with a sprint finish, and this was also where the peloton began the race at the same start line where the Central European Tour took off later that day.

The parties involved have confirmed that Erste Tour will be held in 2011 as well, packed with new features. More detailed information will be released in the fall.

At the end of the celebration, the prizes of Erste Tour 2010 were handed out. Held before a notary public earlier, prize winners were selected by a draw among riders that had finished all of the stages of Erste Tour with an acceptable result. Riders whose names had been drawn were each given a HUF 25,000 ProBike voucher, and five pairs of Mavic Ksyrium Elite wheels, worth HUF 150,000 each. The main prize of the competition, a HUF 840,000 Scott Addict R2 bike was won by Gábor Sikari.

Additional information:

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