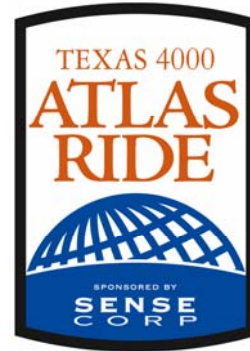


FOR IMMEDIATE RELEASE

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■■ CALENDAR LISTING ■■ CALENDAR LISTING ■■

SENSE CORP TEXAS 4000 FOR CANCER ATLAS RIDE
Supporters Bike 70 Miles in Charity Ride

Who: Texas 4000 Atlas Ride sponsored by Sense Corp

When: Sat., June 7, 2008, 8 a.m.

What: The Atlas Ride departs from Running Brushy Middle School in Cedar Park, TX and offers a 50- or 70-mile option. The day-long ride will culminate with a big bash at Pillar Bluff Vineyards in Lampasas, TX. Festivities will include slow-cooked BBQ, live country music, wine tasting and giveaways. Musicians George Bancroft, Eric Blakely and Alyse Black will provide the afternoon entertainment.

Where: Running Brushy Middle School
2303 N. Lakeline Blvd.
Cedar Park, TX 78613

What else: The annual kick-off ride is the celebration of the beginning of the Sense Corp Texas 4000. Fifty young bicycle riders will depart on a 70-day, 4,500 mile journey to Alaska sharing hope, knowledge and charity. The celebration is open to the community and everyone is invited to join in the

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SENSE CORP TEXAS 4000 FOR CANCER.../ADD 1

first day of the journey. People wishing to join the Atlas Ride may do so by registering at www.Atlasride.org.

About the Sense Corp Texas 4000

The longest annual charity ride in the world, Texas 4000 for Cancer is not-for-profit organization dedicated to preventing and fighting cancer. Each year a team of dedicated student cyclists brave the elements to complete a 4,500-mile bicycle journey beginning in Austin, Texas and finishing in Anchorage, Alaska to share Hope, Knowledge and Charity. The Texas 4000 riders train, raise funds, educate and develop as leaders and servants in the community. For more information, visit www.texas4000.org.

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