

For immediate release



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The Sonance/Specialized Cycling Team

Sonance/Specialized rider wins State Championship

Lompoc, CA—June 17, 2006—Sonance/Specialized Cycling Team rider Steve Strickler won the prestigious SCNCA State Road Race Championship for Masters 45+ held on the Pt. Sal Road Race course on Vandenberg Air Force Base. Supporting Steve in his win were Thurlow Rogers, Keith Ketterer and Malcolm Hill who took the next 3 positions. Jay Wolkoff rounded out the results for Sonance by placing 6th and winning the field sprint. The race is the longest race for masters in Southern California at 74 miles. This win solidifies Steve's grasp of the SoCal Cycling Cup given to the most consistent winner and places the team solidly in first place for Masters teams.

Keith Ketterer came back the next day to win a non-championship race on the same course. Keith and the others will be participating at the USCF Masters National Championships next month in Seven Springs, Pennsylvania.



About Specialized Bicycle Components

Specialized Bicycle Components of Morgan Hill, California, founded in 1974, is a leader in bicycle design and manufacturing. Check out their web site www.specialized.com for your nearest dealer.

About the Sonance Specialized Cycling Team

The Specialized/Sonance Masters Racing Team is one of the Nations' premier bicycle racing organizations that focuses on the Masters racing division. The Team is comprised of elite level racers with a combined 140+ years of racing with more than 1,000 victories. Team members boast multiple National Champions on the road, time-trial, track and mountain bike disciplines.

About Sonance

Headquartered in San Clemente, California, Sonance was founded in 1984 by Scott Struthers and Geoff Spencer who introduced the world's first in-wall loudspeaker system to the consumer electronics market. With distribution in 45 countries around the world, Sonance remains at the forefront of technology by offering innovative solutions that harmoniously blend sound with designs favored by leading custom integrators, architects, interior design professionals and design conscious clients throughout the world.

www.sonance.com