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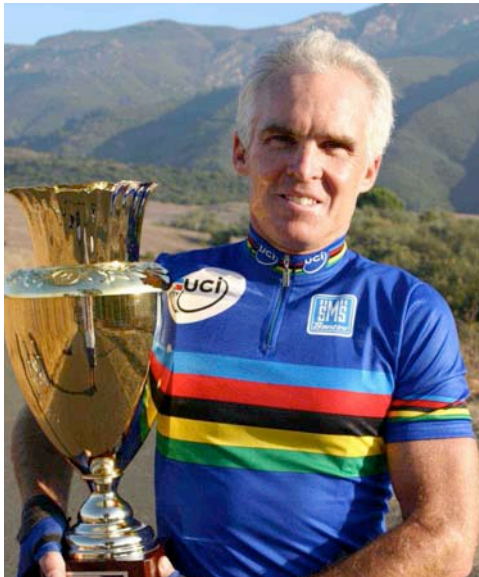
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Sonance/Specialized Cycling Team

Rogers wins World TT championship

St. Johann, Austria—August 23, 2006— Thurlow Rogers of the Sonance/Specialized Cycling team won the UCI World Masters Time Trial Championships held today in St. Johann, Austria competing in the 45-49 age category. Thurlow won the Road Race World Championships last year but placed only 4th in the time trial. He came into this years race well prepared following his wins at the USCF National Championships in both the Time Trial and Road Race and finishing 2nd to teammate Steve Strickler in the National Criterium championship. Thurlow's winning time was 25 minutes and 25 seconds over the 20km course.

Thurlow competed Sunday in a World Cup race, placing 4th in the younger 40-44 age category in preparation for the time trial held on Wednesday. The World Road Championship for his age category will be held this coming Saturday and he and Steve Strickler will both be competing.



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 Sonance/Specialized 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