

FIRST ENDURANCE

OPTYGEN WINS 2007 MTBR.COM CHOICE AWARDS



10/22/07- First Endurance is pleased to announce that Optygen won the 2007 Choice Award in the Nutrition Category on Mtbr.com. Winners were selected by being the highest rated products and had to have a minimum number of reviews. Optygen received an average review of 4.94 out of a possible score of 5.0.

This is what Mtbr.com says about the Choice Award: "Mtbr.com and RoadbikeREVIEW.com were created to get the real feedback of real cyclists on products and equipment that they use. Good, bad, bottom line, is it worth it? Those are the top questions we pose to each of our users. Every year, we try to find the best products from the site that consistently win the praises of the consumer. Hence, the 2007 CHOICE Awards!"

"This year, there are repeat winners and there are also new surprises. Some manufacturers we all know very well, while others are under the radar and new to the public eye. That's what makes this award unique. If the product works and performs well, then the consumers will reward it no matter how big or small a manufacturer."

About First Endurance:

First Endurance proudly sponsors the Discovery Channel Professional Cycling Team, the Gerolsteiner Professional Cycling Team, the Priority Health Professional Cycling Team, Dave Zabriskie (Team CSC) and Tina Pic (5-time Pro Criterium Champion). In addition, First Endurance sponsors Josiah Middaugh (3-Time Xterra National Champion), Michael Lovato (3-Time Ironman Champion), Heather Gollnick (4-Time Ironman Champion) and various other endurance athletes. These athletes work closely with First Endurance on new product development. Input and trials from the First Endurance athletes are used to develop new products like the EFS liquid shot, which will be introduced in 2008.

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