

FIRST ENDURANCE Rider Wins Paris Nice



March 24, 2008—First Endurance is proud to announce Davide Rebellin (Gerolsteiner Professional Cycling Team) won the overall in the 66th edition of Paris-Nice. Rebellin has placed second twice in previous editions of Paris-Nice, in 2004 and 2007 and third once back in 2003.

“It was a very hard and very nice race,” Rebellin explained. “After losing to Alberto Contador last year on the final day, I was a bit nervous today. Especially because I know Rinaldo Nocentini very well. We’ve done the world championships together and we’re very good friends. I only had three seconds advantage—that’s nothing. I was afraid of crashing in the finale and losing everything. Even 45 seconds over Yaroslav Popovych wasn’t much. He attacked strongly in the last climb. It was a highly contested race till the end.”

Final General classification

1 Davide Rebellin (Ita) Gerolsteiner	29.02.48
2 Rinaldo Nocentini (Ita) Ag2r-La Mondiale	0.03
3 Yaroslav Popovych (Ukr) Silence-Lotto	0.48

First Endurance was started by two racing fanatics (a cyclist and a triathlete) with a healthy obsession for sports nutrition. The idea was simple. Give endurance athletes access to formulas that are developed for one specific reason—to maximize endurance performance. First Endurance is committed to using only the highest-quality ingredients and uses the latest scientifically validated technological advancements. First Endurance proudly sponsors the High Road Professional Cycling Team, the Astana Cycling Team, the Gerolsteiner Professional Cycling Team, Bissell Professional Cycling Team, Dave Zabriskie (Team Slipstream) and Tina Pic (5-time Pro Criterium Champion). These cyclists 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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