



OAKLEY

WEEKLY SPORTS MARKETING NEWS UPDATE

VOL 3.06

19th February 2008

FOOTHILL RANCH, CA

OAKLEY CYCLING KICKS INTO GEAR, TOC EXPOSURE

The Tour of California is growing every year, and now is one of the most important stage events of the early cycling season. Oakley Radar has dominated the first few days of racing.

Oakley's reigning world champion Fabian Cancellara rode to a first place finish in the Prologue of the Tour of California. Cancellara, is receiving great exposure in his "cool orange" Radars.

2008 OAKLEY CYCLING HIGHLIGHTS:

- 26 year-old Filippo Pozzato (Pippo) was the overall winner of the Giro della Provincia di Grosseto in Italy last weekend thanks to his win on Friday in Stage One and his third place finish on Sunday.

- Oakley's Cadel Evans, who finished second in the Tour de France in 2007, had a great start to his season by winning the second stage of the Tour of Andaluía in Spain over the weekend.

- Oakley's Aexandre Botcharov (Crédit Agricole) enjoyed his first win since turning professional in 2000 by taking Friday's stage to Mont Faron and maintaining the advantage gained that day to win the final overall at the 35th Tour Mediterranee.



EVENT CALENDAR

OAKLEY ARCTIC CHALLENGE

18 - 24 FEBRUARY: The Oakley Arctic challenge marks the fifth of only six Swatch TTR competitions and oakley.com/community/news/article/id/672

SURF

22 FEBRUARY - 5 MARCH: Things are heating up in Coolangatta in anticipation of a three week celebration of the best surfers in the world. www.aspworldtour.com/quikpro/

SKATE

23 FEBRUARY: The major skate event in Australia, BOWL-A-RAMA BONDI brings the world's best skaters to the most iconic beach in the world. www.bowlarama.com.au/

NASCAR

24 FEBRUARY: The Auto Club 500 brings the country's fastest drivers to the California Speedway in Fontana, CA. www.nascar.com



ANNIKA WINS 70TH CAREER VICTORY



While wearing her signature baby blue Oakley Flak Jackets, Annika Sorenstam silenced any doubts that she would be a weekly contender in 2008 with a two-stroke victory at the SBS Open at Turtle Bay in Hawaii over the weekend, giving her a long-sought 70th-career LPGA victory and a \$165,000 paycheck.

"I could not have asked for a better start," said Sorenstam, who remains third all-time in career victories. "It was huge. It was one of those putts that I'm going to remember for a long time."

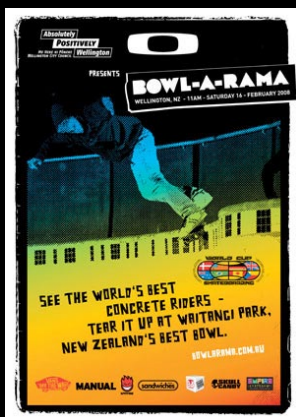
It's nice to have a one-stroke lead going into 18. But to have two especially when it's a par-5, a lot of players had birdies. Coming back like this, it's nice to have a little extra cushion. So that was key."

WELLINGTON BOWL-O-RAMA 2008

The inaugural Oakley sponsored Wellington Bowl-a-rama wrapped up on Sunday. After a rain delay, Wellington turned on the sunshine and the locals ensured the support for the riders was at a constant high.

The pro event drew 26 riders from the USA, Italy, Denmark, Ireland, Australia and New Zealand. In the end, after a highly competitive final heat, Oakley's Rune Glibberg's (Denmark) threw a 540 and took the contest.

"New Zealand has a very beautiful and organic culture," said Glibberg. "It is very inspiring and makes me very happy to be here."



OAKLEY'S OSCAR SCHERLIN TAKES 1ST

The world's best freeskiers met in Austria last Saturday to fight for the crown of the Red Bull Playstreets. A massive gathering of spectators filled the centre of Bad Gastein to watch the world's top 18 freestyle skiers demonstrate creativity and style on the most demanding freestyle skiing course in Europe.

Oakley's 16-year-old Swedish star Oscar Scherlin put on an incredible performance and was crowned champion. "I have never experienced anything like

this," said Scherlin. "I have never skied such a difficult course, and I have never shown my skills in this kind of setting."

Oakley's JP Auclair (CAN), Phil Cassabon (CAN), Sammy Carlson (USA), Sean Petit (USA) and Sven Kueenle (EUR) also traveled to Austria to support the event.

TOP HIGHLIGHTS IN OAKLEY SPORTS

- Oakley's Tony Stewart fought off a strong challenge from teammate Kyle Busch and Dale Earnhardt Jr. to win the Camping World 300 Nationwide Series race Saturday at Daytona International Speedway.

- Oakley's Troy Sladec, Age 10 and 5X US Natl. Mountain Bike Champion has completed his first road century. He rode 106 total miles in 8 hours and 30 minutes.

- Oakley's Jennie Reed and the U.S. madison pairing of Oakley's Colby Pearce and Bobby Lea raised the final U.S. medal count at the Copenhagen Track World Cup to five with a pair of silver-medal performances on Sunday.

- After placing third at the Billabong Pro Junior at Coffs Barbour in NSW, Australia, Oakley's Julian Wilson is currently ranked 2nd on the ASP Australasia Pro Junior Series. Oakley's local surfer Patrick Gudas-kas is currently ranked 1st on the WQS after three stops so far this year.

- Reigning MotoGP World Champion and Oakley rider Casey Stoner opened the season with a comprehensive victory in the BMW M Award qualifying shootout at Circuito de Jerez.

- Oakley's Shaun White won the Laureus World Action Sportsperson of the Year Award over the weekend.

- Elite National Time Trial Champion and local San Diego Oakley grass-roots athlete Karl Bordine won the Valley of the Sun Stage Race - a professional level race in Arizona this past weekend.

