

# SEA OTTER EXPANDS THE EXPO AND PRODUCT DEMO AREA



If pressed, more than a few cycling enthusiasts would admit that they come to Sea Otter for nothing but the commercial aspect. Hundreds of vendors line the Village offering bargains, specials, and sneak peeks at new technologies and products. In some cases, this is a once-a-year chance for consumers to speak personally to representatives of their favorite brands, offer product feedback or pick up a new component.

Nowhere else can consumers find the same array of cycling equipment, clothing, accessories, magazines and organizations. The Expo also includes several pro cycling teams, which line the raceway with their trucks and gear, showing off their sponsors' technologies and products.

This year the Sea Otter Expo is bigger than ever, incorporating a huge Product Demo area, right next to the Ride Zone. Sign out a bicycle or helmet or pair of pedals, and try them right there. Grab a map with marked courses on the roads and trails for longer tests. Entrance to the Demo area is free with a Festival wristband and good for all four days of Sea Otter.

The Ride Zone has also grown to new proportions. Whether you're young or old, and new to mountain biking or an experienced mountain bike fanatic, there are obstacles and fun designed just for you in the Ride Zone. Try them all over the four days and take home not only big smiles, but new skills to try out on trails at home. <sup>SDC</sup>

## Sea Otter Hits the Airwaves

The Sea Otter Classic is proud to announce another edition of Sea Otter Radio, returning for its third year. Designated as KSOC, the low-power FM transmitter will broadcast live racing throughout the Laguna Seca Raceway. From the winning calls at the famous "swale" to the furious sprints at the main stage, Sea Otter Radio brings fans all the information they need to enjoy the day, get ready for their start times and listen to the professional insight that only our veteran-announcer teams can provide. Tune to 90.1 KSOC on your radio dial when you get to Laguna Seca and hear all the Sea Otter action, 24/7.

**IT'S NOT JUST ABOUT...  
"IT'S HOT IN FLORIDA".**



Years of previous research have shown the efficacy of sport drinks in terms of supplying fluid and electrolytes to athletes and others performing intense exercise in warm climates.

More recently, however, new technologies have produced dramatic insights into how the body gets and uses energy during long, hard exercise. These breakthroughs have allowed CytoSport scientists and food technologists to blend ingredients into a sport drink that increases the speed and quantity of energy supplied during exercise.

The result is CytoMax® a true performance drink combining a proprietary blend of Alpha-L-Poly lactate™ with glucose polymers, crystalline fructose and other ingredients that provide unparalleled advantages over leading sport drinks containing only simple sugars.

*We make it different  
so you can make a difference.*

**NEW IDEAS. NEW TECHNOLOGY.  
NEW RESULTS.**

**RECENT, CONTROLLED,  
DOUBLE-BLIND  
LABORATORY TESTS!**



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**RESULTS  
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HAVE  
PROVEN:**

Lactate in patented Alpha-L-Poly lactate provides fuel energy **THREE TIMES FASTER** than glucose, which is the main carbohydrate in most other sport drinks, including the market leader.



The Alpha-L-Poly lactate in CytoMax is used **THREE TIMES MORE** efficiently than the glucose in most other sport drinks (92% vs. 27%).



Athletes completing a long hard ride (90 minutes at 65% of VO<sub>2</sub>max) still sprinted **22% LONGER** on CytoMax than when consuming another popular sport drink.



More fuel energy  
**START TO FINISH!**

Available at  
**GNC LiveWell.**

Hi-Health, Performance Bicycle, Vitamin Shoppe, Vitamin World and fine specialty retailers nationwide.

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