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The Board

Mark Gorski, Olympian

1984 Olympic cycling gold-medalist, Mark Gorski is CEO and Managing Director of Tailwind Cycling. Gorski was formerly General Manager of Montgomery Sports in San Francisco, which has become part of Tailwind Sports.

Among his responsibilities, Gorski oversees one of the world's top cycling teams - the U.S. Postal Service Pro Cycling Team, the only American team to win the prestigious Tour de France and the team viewed around the world as "America's Team."

Since 1982, Gorski has worked extensively in corporate sponsorship development, negotiation, management and representation. He has served as a corporate spokesperson and representative, motivational speaker, television commentator and writer. At Montgomery Sports, Gorski recruited top athletes and negotiated and managed all corporate sponsorship relationships, which include the U.S. Postal Service, VISA U.S.A. and VISA International, Yahoo!, Coca-Cola, Volkswagen of America, Trek Bicycles, Bank of America, and Montgomery Securities.

Gorski has a 17-year competitive career in the sport of cycling and has participated in three Olympic Games. Following his retirement from competitive cycling in 1989, Gorski joined Wells Fargo Bank's Trust and Investment Division, where he became a Vice President, before returning to the sports marketing arena in 1993. Among his other distinctions, Gorski was named to the U.S. Bicycling Hall of Fame in 1995.

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All Sport® To Fuel U.S. Postal Service Pro Cycling Team

New Sports Beverage Closes the Competitive Gap with Key Product Sponsorship

ATLANTA, April 22, 2002 – All Sport Body Quencher® announced today a major sponsorship relationship with the United States Postal Service Pro Cycling Team, the only American cycling team to have won the Tour de France. The relationship represents the first major product sponsorship news for All Sport after its relaunch earlier this month by The Monarch Company, Inc., the Atlanta-based international beverage company. All Sport will kick off the sponsorship with exciting consumer promotions, featuring a grand prize trip for two to the 100th Tour de France in 2003.

“All Sport’s sponsorship of the USPS cycling team unites a winning sports beverage with a winning team,” said Jim Hoagland, vice president of marketing for The Monarch Company. “Aligning All Sport with the USPS cycling team creates a global platform to enhance brand awareness and drive sales in the United States and internationally.”

Owned and managed by Tailwind Sports, the U.S. Postal Service Pro Cycling team has won the last three editions of the Tour de France, cycling’s premier event and one of the world’s most prestigious sporting events. The team features 20 elite cyclists from eight different countries and competes in more than 60 races throughout the world.

“We are extremely proud of the fact that All Sport has chosen our successful program to help relaunch their brand,” said Cindy Sisson, managing director of Tailwind Sports. “Tailwind Sports is currently aligning the USPS team with leading brands that want to leverage our association with their key retail partners. We are excited about the commitment All Sport is making to activate their sponsorship and believe we will mutually benefit from this strategic alliance.”

Since purchasing the beverage from PepsiCo in the second half of 2001, Monarch reformulated All Sport into a non-carbonated beverage and introduced eight new formulas with three new flavors, including Powerplay Punch™, Citrus Slam™ and Breakaway Berry™. The product currently ranks third among its competitors in the dynamic and growing sports beverage market, which -- on a wholesale basis -- grew to \$2.2 billion in 2001, according to Beverage Marketing Corporation.

All Sport hit store shelves nationwide earlier this month, and The Monarch Company is currently rolling out several consumer promotions related to the sponsorship, the first of which is The All Sport Breakaway Sweepstakes. This summer-long, national sweepstakes kicks off after Memorial Day and features a grand prize of an all-expense paid trip for two to see the 100th Tour de France in 2003. The trip includes VIP hospitality arrangements, a chance to meet the USPS Pro Cycling Team members and more.

“Everyone at All Sport admires the incredible success of the entire USPS cycling team,” continued Hoagland. “All Sport celebrates people of all ages and athletic abilities who enjoy cycling and other sports.”

About All Sport All Sport was relaunched in the United States and Canada, and is available in eight flavors, including Powerplay Punch™, Citrus Slam™, Breakaway Berry™, Blue Ice™, Lemon-Lime, Orange, Fruit Punch and Grape. All Sport is the only leading sports beverage with 10 percent of the recommended daily value of vitamins C, B6 and B12.

About The Monarch Beverage Company The Monarch Beverage Company is a diversified, international beverage company based in Atlanta. The company produces a full range of Carbonated, New Age and Ready-To-Drink products in 35 countries and some of the largest markets in the world, including the United States, Latin America, Asia, Africa and Europe. The company's brand portfolio includes more than 200 products, including Rush! Energy™, Moxie®, Dad's®, Dr. Wells®, Suncrest® and Bubble Up®. Monarch subsidiaries are located in Mexico, Brazil, China, France, Ivory Coast and South Africa. For more information, visit the company's Web site at www.monarchbeverage.biz or call 800-241-3732.

About Tailwind Sports Tailwind Sports is a sports marketing agency that owns and manages the United States Postal Service Pro Cycling Team, the only American based cycling team to have won cycling's premier event, the Tour de France (1999, 2000 and 2001). The USPS team is led by the sport's preeminent figure and one of the world's best-known and admired athletes, Lance Armstrong. Currently, Tailwind Sports maintains sponsorship contracts with the United States Postal Service®, Trek®, Nike, All Sport Body Quencher®, Visa®, Yahoo!®, VM (Volkswagon of America), Giro®, Clif® Bar, Shimano®, CTSTM (Carmichael Training Systems), Vetta®, Hed., Interwoven®, Deda, Hutchinson®, Tacx, Selle San Marco, Wrench Force, Sapim, and Yakima. In 2001, Tailwind Sports moved into the event management side of cycling and co-produced the successful San Francisco Grand Prix. For more information on Tailwind Sports, visit www.tailwindsports.com. For more information on the U.S. Postal Service Pro Cycling Team, visit www.uspsprocycling.com.