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## **Jittery Joe's looks for growth and new co-title sponsor**

Jesse Lawler and Spin Sports Inc., management of the Jittery Joe's Professional Cycling Team, announce their search for new partnerships for the 2008 season and beyond. "We have a great long-term partnership with Jittery Joe's Coffee and believe that our current marketing initiatives can benefit additional sponsors," says Lawler. "We have seen merchandise sales from our web store and expo booths grow 30% each year for the last three years and will top \$130,000 in 2007. This expanding presence, along with our expo booth and mobile coffee shop appearing at key events, offers associated sponsors numerous opportunities with an established, turnkey marketing machine."

The Jittery Joe's Professional Cycling Team has a rich history that began in 2002. In those humble times the title sponsorship was solely based on the sale of Cycling Coffee roasted by Jittery Joe's, with the profits going to the team. As word spread about this underdog team, a true grassroots following ensued within the cycling world. Over the next three years, thousands of passionate fans followed "The Bean Team" telling their friends and families along the way, even getting them to sport the team's trademark orange jerseys and t-shirts in support. So many people have bought team merchandise, that sales of Jittery Joe's jerseys have been surpassed only by Lance Armstrong's former team, Discovery Channel. Show up at any professional cycling event in North America, and you can't miss the number of spectators wearing a team hat, t-shirt, or drinking from a Jittery Joe's coffee mug.

In 2005, Jittery Joe's Coffee inked a deal with Spin Sports Inc. to sponsor the team for a 10-year period. This length of partnership is unheard of in professional cycling, and it shows the intrinsic link between the team and its title sponsor. That same year, Jittery Joe's Coffee announced its new focus to expand its number of retail coffee shops through franchising. "It was the best marketing decision we have made in our 14 years of existence," says Bob Googe, CEO of Jittery Joe's Franchising, "The vast majority of requests we receive for franchises come from the cycling community."

Jittery Joe's Pro Cycling has had a successful 2007 season, culminating in Neil Shirley's 3<sup>rd</sup> place at USPRO Road Championships in Greenville, South Carolina. In an effort to increase the team's stature in a rapidly growing sport, management is currently in contract negotiations with several returning riders as well as new additions to bolster its roster for 2008.

Investors who consider a partnership with the Jittery Joe's Cycling Team should be excited not only because of the team's success on the road, but more importantly because the team has secured title sponsorship through 2015. In other words, Jittery Joe's is built to last.

For partnership opportunities with the Jittery Joe's Professional Cycling Team or for more information about the program, please contact Jesse Lawler at [jesselawler@comcast.net](mailto:jesselawler@comcast.net).