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## **Omega Pharma remains cycling sponsor until 2011**

### **- Silence becomes new sponsor name -**

NAZARETH, BELGIUM – 14 DECEMBER 2007. The Executive Committee of Omega Pharma has decided to extend its current commitment as cycling sponsor to the end of 2011. The initial commitment was to run until the end of 2008 but will now continue for at least three additional years.

As of the 2008 cycling season, the new principle sponsor brand of the Pro Tour cycling team will be 'Silence'.

- Omega Pharma is a firm believer in the effectiveness of cycling sponsorship and has already witnessed its positive impact for Davitamon and Predictor in the past.
- Silence is an anti-snoring product based on natural ingredients. Following the product's success in France (approx. 6 million euro turnover in 2006), Omega Pharma will introduce Silence throughout Europe over the next four years. The product was recently launched in Belgium. Silence represents a huge potential as approximately 100 million people are 'unpleasant snorers' who can benefit from the product. Silence employs a unique mode of action; the foam attaches itself to the mucous membrane in the throat, where it remains intact for an extended period. Hence, Silence remains effective throughout the night.
- Omega Pharma continues to support the cycling project because — in addition to the top sport aspect and the company's committed involvement with social responsibility — it also combines a wide reaching and extreme anti-doping policy aimed specifically at juvenile cyclists.
- Cycling is a tremendous sports discipline that needs unity, purity, and honesty. All initiatives that contribute to these values will be supported by the cycling team.

The Executive Committee of Omega Pharma is convinced that, for these reasons, it has taken a favourable decision - both economically and socially.

Because the Belgian National Lottery is the main co-sponsor, the cycling team will henceforward be named Silence-Lotto. The team includes top cyclists such as Cadel Evans, Robbie Mc Ewen, and Leif Hoste. All co-sponsors, including Brustor, Q8, Start People, Ridley, Skoda, Specialized, Selexion, Callant, Vermarc, and others, have either maintained or strengthened their commitment for 2008. This has enabled the team to reinforce itself with the addition of the Ukrainian cyclist Yaroslav Popovych.

The project for 2009–2011 is still conditional on the continued commitment of main co-sponsor Lotto. Their decision will probably be taken before the end of January 2008. Various top cyclists have already formally communicated that they wish to remain part of this ethically and athletically ambitious project beyond 2008.

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**For more information, please contact:**

[Filip.Demyttenaere@omega-pharma.be](mailto:Filip.Demyttenaere@omega-pharma.be)  
International Public Relations  
0032/479/656.718

Mike Van Ganse  
Head of Marketing & Innovation  
0032/9/381.0215

[www.omega-pharma.be](http://www.omega-pharma.be)