

SNN SRAM NEWS NETWORK

# SRAM ROAD

P R E S S R E L E A S E

## The RoadDiaries.com returns!

July 6, 2008 - Saint Brieuc, France

SRAM's website takes you inside the 2008 Tour de France, as well as pro bike racing and triathlon racing throughout the year.

SRAM will once again deliver insight from the inside of racing as The Road Diaries returns to the web, this time with more gadgets and tools to bring you more of what mainstream media cannot. You'll see exclusive all-access content, including text, pics, and video, in real time and interact with the people who make pro cycling tick.

If you can't go yourself this is almost as good. Okay, so maybe it's not almost as good, but SRAM employees will do their best to provide interesting and unique content everyday. Join us in the pits, in the team cars, team buses, and see what we see. We will interview key riders, give tech updates, and just unique perspectives in and around the races.

To make The Road Diaries as accessible as possible from anywhere on the web, we'll be using a few different social media sites to display videos, images, and short text updates. If you like the content, go ahead and share it on your blog, MySpace profile, or anywhere else.

Look for shorts and features that will be updated from the race daily. We're taking requests so if there's something you want to see, drop us a line at [theroaddiaries@gmail.com](mailto:theroaddiaries@gmail.com) or leave a comment on the blog. We'll do our best to make it happen.

**Add The Road Diaries as a friend on these sites!**

**Photos at Flickr:** <http://flickr.com/photos/theroaddiaries/>

**Videos at Kyte:** <http://www.kyte.tv/theroaddiaries>

**Text updates at Twitter:** <http://twitter.com/theroaddiaries>

For more information contact Michael Zellmann (USA) [mzellmann@sram.com](mailto:mzellmann@sram.com)  
or Gaetan Vetois (EU) [gvetois@sram.com](mailto:gvetois@sram.com).

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