

Media Inquiries: Greg van den Dries  
greg@rocktape.com  
408.499.1400

## ROCKTAPE launches new performance tape and dominates at US Jr. National Cycling Championships



(Los Gatos, CA, July 5, 2009) ROCKTAPE, the recently-introduced performance tape designed to help endurance athletes manage fatigue, was worn by six athletes who made over ten appearances on the podium in this past weekend's US Jr Track Cycling competition held at the Home Depot Center in Carson, CA. Worn by cycling professionals and rising stars, ROCKTAPE is the preferred performance enhancement product for endurance athletes.

"ROCKTAPE is designed to promote better blood flow, lymph drainage and lactic acid removal and reduces muscle vibration, all of which help athletes manage fatigue," said Greg van den Dries, CEO of ROCKTAPE. "ROCKTAPE is similar to other Kinesiology tapes that appeared in the Summer Olympics, but its unique patent-pending "Power Plow" pattern, tighter weave and stickier adhesive make it more appropriate for high impact and endurance sports."

ROCKSTARS who wore ROCKTAPE and appeared on the podium at the US Jr. National Cycling Championships include:

- John Tomlinson, 17, xXx Racing, National Champion Scratch Race
- Ian Moir, Rock Racing, 17, Rock Racing, National Champion Pursuit, 2nd place Scratch Race, 2<sup>nd</sup> place Madison
- Andrew Lanier, Specialized Racing, 16, National Champion Points Race and 2nd place Team Sprint
- Daniel Farinha, San Jose Bike Club, 17, 3rd place Team Sprint, 5th place Kilo and Pursuit and 4th place Madison
- Eddy Zhang, San Jose Bike Club, 18, 3rd place Team Sprint and 5th place Match Sprint
- Nikka van den Dries, PROMAN, 14, 3rd place Points Race, 4th place Omnium



Similar to the tape Lance Armstrong wrote about in his book “Every Second Counts”, ROCKTAPE is also used by professional athletes like 2008 US National Track Champion and 2012 Olympic hopeful Shelley Olds, Canadian Olympian and World Record Holder Doug Consiglio, 2008 US National Track Champion Cari Higgins and US National Track

Champion and National Record Holder Steve Peleaz. ROCKTAPE is also associated with many leading teams, including the Marin-based PROMAN Hit Squad. Nicola Cranmer, Founder and GM said, “This product is brilliant – it just works. We are so impressed with ROCKTAPE that we’ve made it available to all Team members.”

ROCKTAPE is easy to use and instructional videos are available at the company’s web site. Athletes simply apply the tape over a stretched muscle that they use in their sport. For cyclists, knees, quads, hamstrings and calves are the most frequently taped muscle groups. The tape is best applied one hour before exercising and can be left on for 2-3 days. Many cyclists apply it the day before a race or training block to ensure maximum adhesion, race with it on to reduce muscle fatigue and enhance performance, and then leave it on for a day after the race to help with recovery. ROCKTAPE is perfect for multi-day racing as demonstrated at US Track Nationals.

Shelley Olds PROMAN, National Champion



While ROCKTAPE is great for relieving localized muscle pain and strain, the company, in conjunction with Dr. Steve Capobianco, has also developed a new taping protocol that connects and stimulates sport-specific muscle groups to promote power and endurance. Said PROMAN's Cari Higgins, "During the recent American Velodrome Challenge I had the chance to meet with ROCKTAPE's founder, Greg van den Dries, and Dr. Steve Capobianco, and got to try the new "Power Taping" protocol they've designed. I can say that it really helped me with my Keirin win at Hellyer."

ROCKTAPE is available online at [www.rocktape.com](http://www.rocktape.com), and at leading running and cycling shops. ROCKTAPE comes in 7 different colors and styles and costs \$20 per roll. Team discounts are available. Contact [admin@rocktape.com](mailto:admin@rocktape.com) for more info.

###

Please contact your local ROCKTAPE rep in the following areas for more information:

MJM Associates:

Southern CA 714-746-5230

Arizona/Nevada 602-318-0301

EU Cycle Imports

Pacific Northwest 206-755-3143

New York/New Jersey/Connecticut 724-940-9341

Delaware/Maryland 302-528-0017

Alabama/Georgia 404-550-4149