



**THE ARMED FORCES
CYCLING CLASSIC**



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ASI ANNOUNCES PARTNERSHIP WITH MONUMENTAL SPORTS NETWORK

Monumental Sports Network to Produce and Broadcast Live Webcast on Pay Network

Arlington, Va. – Arlington Sports, Inc., the promoting organization for the [Armed Forces Cycling Classic](#), presented by [The Boeing Company](#), is proud to announce a partnership with Monumental Sports Network for the live webcast of this year's 20th Annual Clarendon Cup Pro/Am bike races. Monumental Sports Network's highly experienced sports production team will produce the program, and the event will be available through Monumental Sports Network's live stream.

Because of this partnership, fans are able to purchase the race's live stream on Monumental Sports Network's digital platform by visiting www.MonumentalSportsNetwork.com/AFCycling. This innovative new model will allow for a revenue share that will benefit both the events and the teams, while cycling fans will enjoy higher quality coverage and entertainment through any online device.

As viewership of the event grows, ASI/Monumental Sports Network can continue to improve the overall production value of the broadcast. "As we increase the viewership of our program, we will be able to invest even more in the overall programming quality, which we think will better showcase our event to the fans, and as a consequence, bring more fans into our sport. Monumental Sports Network has a long history with pro sports, and we're excited to partner with them to increase our level of engagement and reach," said Rob Laybourn, President, Arlington Sports, Inc.

With a dedicated team of seasoned production talent, Monumental Sports Network produces and executes quality content and original programming for their suite of professional and regional assets including the Washington Wizards, Washington Capitals, Washington Mystics, Washington Valor, Baltimore Brigade and more. Subscribers of the network receive additional perks including access to livestream coverage and behind-the-scenes content, all through the convenience of their phones, tablets, laptops and streaming devices including Apple TV, FireTV, Roku, Chromecast and Xbox One. Members also enjoy VIP experiences that include complimentary ticket opportunities and monthly member-only events, featuring face time with their favorite athletes.

"We're excited to partner with Arlington Sports, Inc. for this year's 20th annual Clarendon Cup

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Pro/Am bike races,” said Monumental Sports Network Vice President and General Manager, Zach Leonsis. “Our team of expert and creative talent will put together a production that will honor the spirit of the races while providing fans with all the can’t-miss moments from this year’s event.”

The day-of, live broadcast will be offered to the public for \$9.99, which will include a month’s offering of Monumental Sports Network’s programming. Fans will have the opportunity to take advantage of special discounts through unique team landing pages for participating teams, starting at \$6.99 for pre-orders, and increasing to \$7.99. Participating teams will receive a portion of the proceeds from each sale that they generate, and ASI believes that this revenue sharing opportunity will encourage teams to help grow viewership and awareness of the event, and fans can directly support their teams while enjoying higher quality programming. Purchasers also receive access not only to the AFCC race but also to all other online content on a one-month trial offer.

For more information on pre-orders and viewing details, visit www.CyclingClassic.org

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Arlington Sports, Inc. (ASI) is a Washington, D.C.-based 501(c)3 non-profit organization dedicated to the promotion and development of professional and amateur bike racing. For additional information on the Armed Forces Cycling Classic and other ASI events, please visit arlingtonsports.org.

Monumental Sports Network is a first-of-its-kind proxy to a regional sports network for digital, mobile and OTT platforms in the Washington, D.C., Maryland, and Virginia regions. Monumental Sports Network brings you live games from the Washington Mystics (WNBA), AFL, and more, while also providing behind-the-scenes access to the Washington Capitals (NHL) and Washington Wizards (NBA).

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