



CONTACT

FOR Russell Korman:

Mrs. Monica Korman

(512) 451-9292

kormanco@austin.rr.com

FOR IMMEDIATE RELEASE

July 22, 2008

FOR MARKETING MATTERS:

Mrs. Carrie Barrett

(512) 804-1455

carrie@mmaustin.com

**Breitling USA and Russell Korman Fine Jewelry and Watches
Sponsor LIVESTRONG Across America Charity Bike Ride.**

LIVESTRONG Across America is an effort to raise money and awareness for the fight against cancer. All proceeds from the bike ride benefit the Lance Armstrong Foundation. On July 1st, 2008, six riders began their journey from San Diego, CA headed towards Washington, DC. The ride will cover a total of 3300 miles in 33 days. The riders are attempting to break the Guinness World Record for the fastest transcontinental crossing average speed by bicycle and raise money for cancer research with local marketing efforts along the way.

On July 16, 2008, the six cyclists passed through Austin, Texas and visited with local sponsors Breitling and Russell Korman Fine Jewelry and Watches. Russell Korman's and Breitling donated \$5,000 to their cause and the fight against cancer. "Of course we're honored to sponsor this journey," says Hank Korman. "The Lance Armstrong Foundation is vital to the war on cancer; not to mention that they are also based in Austin. It's great to have a hometown hero like Lance Armstrong leading the way."

After leaving Austin, the six cyclists headed towards Brenham, Texas and on to Louisiana. For more information on LIVESTRONG Across America, visit www.livestrongacrossamerica.com

###