

BREAKING AWAY

IMPACT

Aaron's Pro Rider, Shannon Hutchison Early Season Results

Pro cyclist Shannon Hutchison races the American domestic bike circuit each summer, but from fall through spring she teaches orchestra at Garrett Middle School. "I teach violin, viola, cello and string bass to 6th, 7th and 8th graders. I think that my competitive nature helps me in my teaching. I am constantly pushing them to practice and improve." It must be working because she reports that last year they received straight superior ratings at Festival!



Shannon Hutchison

Shannon began riding back in 1992 while on summer break from her first teaching job but the cycling bug really didn't bite her until four years later when she moved to South Carolina. She raced for the first time in the fall of 1997 in a road race where the organizers combined the women with the Cat 5 men. Shannon says, "I lasted a big two miles. I got dropped after a turn when there was a big crash in the field."

Shannon also raced in her first criterium that year, and was lapped by the field. That experience that might have demoralized any other new racer but it actually galvanized Shannon, convincing her not only to continue racing but making her determined that the next year she would not get dropped. In 1998 she made good on that vow and then someone only did Shannon complete the race, she took 6th place!

Surprisingly enough when asked about her season what Shannon mentions is not her victories, rather she points with pride to the races where she rode in a supporting role. "I am really pleased with my results this year. A couple of my favorite races were working for Joanne Kiesanowski, and my result isn't that great, but I'm proud of how hard I worked."

Shannon keeps racing and the rest of her life in perspective, achieving a balance between her two lives. She says is much more relaxed about her training now, saying that she rests more than she did in the past. "Sometimes when you are tired racing can seem like a job, I think resting a little more helps keep a good attitude. I want to have fun and enjoy what I do. In the spring I race

with the Cat 3 men, I know a lot of the guys and it is fun to work with them."

"In the spring if the only local training race is too far away then I will probably stay at home and do local group rides instead.

I don't typically do the early local women's races because it can very negative and I want to have a healthy mindset about racing and riding."

Her dream race, "I think that most criterium riders all dream of winning the Nationals. That is my dream ride, unfortunately that race doesn't always go the best for me. I always seem to have trouble in the last corner...boy, it can get yah!"

Her advice to racers just starting out, "Ride your bike and race. Don't be afraid and never give up."

Last year Shannon raced as part of the Colavita Olive Oil squad and scored some pretty impressive results:

- 1st Places** • Wendy's Worthington Crit
• Children's Cycling Classic

- 2nd Places** • CSC Invitational (Clarendon)

- 3rd Places** • NYC Cycling Championship
• Roswell Criterium
• Overall American Crit
• Championship Series

- 4th Places** • Wendy's Grove City
• Wendy's Grandview

The Aaron's Cycling Team has already racked up several wins in the early 2005 season. The early season races are comprised of individual time trails. These events feature one racer against the clock. No teammates or drafting of competitors is allowed. These races are often referred to as the "race of truth" because there is nowhere to hide.

The first race series of the season, the Tundra Time Trails, consisted of two separate events held on February 5th and 12th. The Aaron's Cycling Team dominated both events with a first place finish by Rick Rheingans, second place finishes by Robbie Kollar and John Rattledge, and third place finishes by Peter Wicker and Chad Davies (in their respective divisions).

Rick followed up his impressive performance with a win at the 24 Hours of Sebring (Florida) race on February 19th. The race was an individual time trial held over a 24-hour period. Yes, that means he raced for 24-hours straight with no sleep! Rick won his category handily by accumulating 425 miles. He ended up second overall against some very stiff international/ professional competition. Rick's results earned a him a qualifying spot in the most grueling individual endurance event in the world, the Race Across America (RAAM).

Also racing at Sebring, Julie Gazmarian and Andrew Gilchrist won their respective category races as well. Not a bad showing for the premier of the team!



Aaron's Cycling Team

BREAKING AWAY!

You've been going head to head in the latest Aaron's challenge. East vs East and West vs West for the highest net revenue increase over last year. Three winners per region and each employee in the winning stores will win the prize. So far six stores have the winning yellow jersey hanging in their store.

The excitement continues to build and as you've seen from the results no one is running away with this race.

The great store race started on November 2004 and will run through March 2005. The winner will have the highest cumulative percentage increase in net new revenue over the same period last year. Performance is based on a per-store basis.



We thrive on competition and the pride that goes with being a winner, plus don't forget about the incredible prizes to the overall winners. For us to break away from our competition and meet our goals everyone needs to join the race. Together we can and will break away...

Here they are! The Yellow Jerseys to the winners of the first three stages (Nov., Dec. and Jan.) of the Breaking Away Revenue Contest.

November Winners Chantilly Office - 2A

- Earl Lewis, Customer Service/Assistant Manager
Darren Kuntz, Manager
Ted Limmer, CAR
Betty Ebert, Office Manager
Marvin Yates, Driver
Bruce Jackson, Driver
Marcos Villatoo, Driver
Henry Alvarez, Driver

Tempe Office - T9

- Greg Soyka, Manager
Jim Hardy, CAR
Brian Clarke, Assistant Manager
Anthony Smith, Driver
Emiliano Gonzales, Driver
Walter Luck, Driver
Jay Wilkinson, Driver
David Whipple, Warehouse

December Winners West Palm Beach Combo - 1M

- Jim Black, Manager
Allen Petrilak, Assistant Manager
Marianne Hall, Assistant Manager
Carrie Morris, AR
Thomas Gonzales, CAR
Heidi Alexander, Office Administrator
Rowan Robb, Regional Warehouse
Armand Joseph, Driver
Sorel Joseph, Driver
Calvin Rodgers, Driver
Daniel St. Louis, Driver
Nesroy Simms, Helper
Evenaud Ulysee, Helper

Hillcroft Residential - 48

- Ace Sims, Manager
Ryan Greenaway, Assistant Manager
Rachael Wilson, Assistant Manager
Michael Kelley, Assistant Manager
Lorena Lopez, AR
Orlando Palmom, Driver
Richard Gusmun, Driver
Aaron Avila, Driver
Ronald Cooper, Driver
Louis Cruz, Driver
Trevon Daniels, Driver
Miguel Galdamez, Helper
Rondal Melton, Helper

January Winners Jacksonville Combo - B5

- Kevin Hughes, Manager
Andrew Haney, Assistant Manager
Carlo Ostrout, Assistant Manager
Curt Mailander, Assistant Manager
Shannon Vincent, AR
Michael Cochran, CAR
Jesse Phillips, Driver
Shawn Adams, Driver
Pedro Perez, Driver
Clyde Brown, Helper
Jason Wright, Helper

San Antonio Combo - 6B

- Chris Magers, Manager
Danielle Bryant, AR
Carla Turner, CAR
Larry Reeves, CAR
James Roberts, Warehouse Manager
Jacob Cavazos, Assistant Manager
Jay Allen, Office Administrator
Shawn White, Driver
Oscar Garcia, Driver
Mike Paz, Helper
James McCarty, Helper

YTD Winners Jacksonville Combo - B5 San Antonio Combo - 6B



BREAKING AWAY



Aaron's Sponsors Tour de Georgia

Aaron's Corporate Furnishings renewed its commitment to cycling sponsorship by signing a three-year deal with the most prestigious professional race in the United States, the Dodge Tour de Georgia.

In only its third year, the Tour de Georgia has established itself as the premier cycling event outside of Europe. Last year, the race was narrowly won by six time Tour de France champion Lance Armstrong. This year, Lance held the world in suspense by waiting to announce his intentions to go for his seventh straight Tour de France victory until just weeks ago. Along with that exciting announcement, Lance added that the 2005 Tour de Georgia would also be in his plans as he prepares for France. Lance's announcement obviously brings tremendous amount of publicity to the event, as he is considered one of the most popular sporting figures in the world.

Aaron's Corporate Furnishings' sponsorship follows that of Aaron's Sales and Lease Ownership's sponsorship of the Tour last year. The Tour fits well with Aaron's Corporate Furnishings demographic and makes perfect sense considering their sponsorship of Atlanta's largest and most successful cycling team, L5Flyers.

This year, Aaron's sponsorship includes the branding of the "Most Aggressive Jersey" for the entire tour. The Aaron's Most Aggressive Jersey will be awarded to the most aggressive racer for the day. Each day, racers will be on the attack in an attempt to win the stage. The individual who attacks most often and/or stays on the attack the longest is awarded the jersey for that day's stage. The points awarded

during the stage are accumulated for the entire race and the individual with the most points winning the overall jersey at the end of the race.

The Most Aggressive Jersey provides Aaron's with significant exposure throughout the race as the individual who's out on the attack and getting the television time will have Aaron's plastered all over his jersey. "The Most Aggressive Jersey fits with our corporate culture perfectly," states Aaron's Corporate Furnishings President Ed Quinones. "We consider ourselves the most aggressive player in our industry and this opportunity couldn't have fit more perfectly."



Most Aggressive Rider Jersey



Leader Jersey



Sprint Leader Jersey



Kom Rider Jersey



Best Young Rider Jersey



Pictured above and right: Lance Armstrong at the 2004 Tour de Georgia.

The Great Lance Armstrong's Cycling Team

Lance Armstrong announced he would defend his Dodge Tour de Georgia title April 19-24 in the 650-mile, 6-stage race from Augusta to Alpharetta before trying for an unprecedented seventh straight Tour de France victory in July.

Armstrong's unexpected presence will give the third-year cycling event a big bump in prestige and attention.

"The most important thing to me is, there's a whole bunch of spectators out there who don't know anything about cycling who will come to our event and be introduced to cycling," said Tour de Georgia executive director Stan Holm.

The Tour de Georgia estimates that 750,000 spectators saw a portion of the 2004 race, including those folks who came out to stand next to their mailboxes as the riders passed. More than 70,000 people viewed the final stage in Alpharetta.

Armstrong's representatives notified Holm about 7pm Tuesday that the most famous cyclist in the world was returning to Georgia.

"I think it validates the quality of the race, which is always important to us," Holm said.

"One of our goals is to continue to be North America's premier stage race. In terms of the competition level, it's gone up a notch. The rest of the teams that have agreed to come will send their very best riders."

Armstrong will race wearing the silver and blue colors of a new team - Discovery Channel that includes many old teammates from the US Postal Service squad.



Pictured left, top row; Michael McGee, Bruce Wadiak, Erik Koep, Scott Beam and Mark King.

Middle row; Peter Wicker, Mark Burroughs, Jason Seaver, Dave Nassick and Erick Pierce.

Bottom row; Mark Dezalia, Shannon Hutchison, Cristeinne Herron, Julie Granger and Chad Strickland.



Pictured above from left the Board of Directors for the Aaron's Cycling Team; Bruce Wadiak, Michael McGee, Scott Beam, Chad Strickland and Dave Nassick.

Aaron's Cycling Team's Schedule

March 19-20	Orlando Festival of Speed, Orlando, FL
March 28-29	Rock Hill Crit/Patriot's Trail Road Race, Rock Hill, SC
April 9-10	GA Cup 2, Savannah, GA
April 17	Raccoon Mountain, Chattanooga, TN
April 30	NRC Athens Twilight Criterium, Athens, GA Men & Women
May 1	NRC Historic Roswell Criterium, Roswell, GA Men & Women
May 7-8	Series 7 Senoia Raceway, Senoia, GA
May 14-15	Series 7 Union City Mayor's Omnium, Union City, GA
May 21-22	GA Cup 3, Augusta, GA
May 28	NRC Bike Jam/Kelly Cup, Baltimore, MD Men & Women
May 29	NRC CSC Invitational, Arlington, VA Men & Women
May 30	NRC Tour of Somerville, Somerville, NJ Men & Women
June 4-5	Series 7 Atlanta Motor Speedway, Atlanta, GA
June 11-12	GA Cup 4, Dahlonega, GA
June 17-19	Global Living Tour de Grandview, Columbus, OH Women Only
June 30-July 3	Fitchburg Longsjo Classic Stage Race, Fitchburg, MA

(Schedule thru June 2005.)

The Aaron's Cycling Team will be focusing on winning two series of races this year. First and foremost, the Georgia Cup is one of the unique series in all of the U.S. It consists of seven separate race weekends throughout the state.

Each rider accumulates points for each event based on their placing. At the end of the race weekend, those with the most points in each race category receive the Leader's Jersey to wear at the next Cup event. Points are accumulated throughout the season. Thus once a team acquires a leader's jersey, the entire team must be focused on protecting and working for that jersey holder. This is very similar to the fight for the yellow jersey in the Tour de France. However, the Georgia Cup races are spread out through the entire summer instead of one month. The Georgia Cup series finale will be held right in front of the Buckhead Home Office in October! The Aaron's Cycling Team plans on being in the Leader's Jersey at the end of that race.

The Aaron's Cycling Women's team will participate in most of the regularly scheduled races as the men, but with a few notable exceptions. The Category 4 women's team will be participating in the same Georgia Cup and Series 7 races as the men's team. The Elite women's team however will have their eye on a much bigger prize. Not only will they be participating in the Georgia Cup and Series 7, but they will also be traveling across the country to participate in several professional National Racing Calendar (NRC) races.

The Aaron's Cycling Team is lucky enough to have NRC veteran Shannon Hutchison on the team. (See profile on back cover). Shannon is pumped for the upcoming NRC schedule and is looking forward to some big wins. Shannon is concentrating on doing well in two NRC races in particular: Athens Twilight and Historic Roswell Criterium. Both races are held on the same weekend (April 30-May 1) and feature professional racers from all over the country. The Athens race in particular is considered one of the most prestigious criteriums in the country. It is held at night in downtown Athens and attracts thousands of rowdy spectators. Shannon has earned second and third in both these races in the previous years and is gunning for that elusive win. Shannon will also be concentrating on the criterium national championship and the world championship on the track.

Look for more details and race results soon!

