

MEDIA RELEASE

For Immediate Release



MTB Glamour Girl joins Cape to Cape MTB

Australia's most photographed mountain bike rider, Niki Gudex, has just signed up as official event ambassador for Western Australia's newest mountain bike event, the Cape to Cape MTB.

With an impressive list of sporting achievements and modeling accolades to her name, Niki brings both talent and glamour to the Cape to Cape MTB and her involvement is sure to be a draw card for mountain bike enthusiasts, who will jump at the chance to ride "alongside" Niki.

Niki says she's delighted to be part of the inaugural Cape to Cape MTB and is looking forward to participating in the October event on her return from a busy overseas schedule.

"I always love participating in events in Australia and this particular ride gives me a great opportunity to be a tourist in what is a beautiful part of the country," says Niki.

After only a few years in the sport, Niki fast became one of Australia's most highly-regarded female competitors in mountain biking and one of only a few athletes to be competitive in both Downhill (DH) and Cross Country (XC) disciplines.

Niki has been ranked number one and two in the national series for XC and DH respectively. She has been a regular podium finisher at national championships and has achieved a first or second ranking in a number of national series events.

Back to full fitness, Niki is now focusing on the Olympic discipline of XC and recently embarked on a busy racing and training schedule in North America and Europe, including the US MTB Series and All Mountain World Championships.

She will return to Australia in spring as one of the hottest entries in the inaugural Cape to Cape MTB.

Niki's sporting prowess and stunning looks have attracted cover shots, feature stories and interviews across all mediums, such as front covers on Chick, Black+White and FHM magazine, and feature stories in magazines as diverse as Inside Sport, Rolling Stone, Maxim, Outside and even fashion bible Vogue magazine.

Niki's profile increased even further when she was voted "Australia's Sexiest Sportswoman" by the readers of Inside Sport in 2002. Last year, Niki was voted number 26 in the world in FHM magazine's "100 Sexiest Women". It was the sixth consecutive year the mountain biker's fan base had kept her solid in the votes.

The inaugural Cape to Cape MTB takes place in Western Australia's Margaret River region from 22 to 25 October, 2008. Set to an iconic backdrop of world-famous surf beaches, private farmlands, rocky outcrops and national forests, the Cape to Cape MTB is a four-day mountain bike journey covering roughly 175km of bush and beach tracks along the coastal ridge from Cape Leeuwin Lighthouse in Augusta to Cape Naturaliste Lighthouse in Yallingup.

To join Niki in the Cape to Cape MTB, or for more information on the event, visit www.capetocapemt看.com

For further information, including interviews and images, please contact:

Sian Delaney 08 9443 8611

Event Publicist 0413 430 430

media@capetocapemt看.com

www.capetocapemt看.com