



# KELLY

## BENEFIT STRATEGIES

### *Pro Cycling*

Contact: Chad Caruthers, CGSM  
612.333.6619, [media@circuitsport.com](mailto:media@circuitsport.com)

## For Immediate Release

### KELLY BENEFIT STRATEGIES, CIRCUIT GLOBAL SPORTS MANAGEMENT ANNOUNCE MAJOR PARTNERSHIP AGREEMENT

**Minneapolis, July 18, 2005**—Kelly Benefit Strategies, ([www.kellybenefitstrategies.com](http://www.kellybenefitstrategies.com)), a group insurance broker and consultant specializing in healthcare and a division of Kelly & Associates Insurance Group, Inc. (KELLY), has signed a multi-year partnership agreement with Circuit Global Sports Management ([www.circuitsport.com](http://www.circuitsport.com)) to be the title sponsor of the KELLY Professional Cycling Team.

This new U.S. professional cycling team will concentrate on gaining entry into such 2006 events as the inaugural Tour of California, the Tour de Georgia, the Wachovia Cycling Series, San Francisco Grand Prix, and other USA Cycling National Race Calendar (NRC) events.

"As an avid cyclist, I know the power this sport offers the individual, the team, and the business leader seeking to connect with fitness-minded consumers and organizations," said John Kelly, president of Kelly Benefit Strategies. "Our investment reflects our belief in the growing American enthusiasm for cycling and in the overall health and wellness promoted by such exercise, as well as the benefits of sport marketing. Each year, almost 37 million Americans participate in cycling activities, and 5.6 million enthusiasts ride in excess of 110 days per year," Kelly said.

The agreement affords KELLY the opportunity to generate company-to-company partnerships and brand awareness, to achieve exposure within a key demographic, and to promote its innovative products and services such as Kelly Total Benefits Solution™ technology ([www.KTBSOnline.com](http://www.KTBSOnline.com)) to audiences through major marketing initiatives executed by CGSM. In addition, KELLY will work closely with other team sponsors to highlight the excitement of cycling as a means to promote physical activity and healthful lifestyle choices.

"We are proud to assist KELLY in reaching out to the fast-growing community of cycling enthusiasts," said Charles Aaron, CGSM founder. "Both KELLY's and cycling enthusiasts' commitment to fitness as a lifestyle choice fuel CGSM's passion."

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Circuit Global Sports Management, ([www.circuitsport.com](http://www.circuitsport.com)), founded by Charles Aaron, facilitates strategic alliances between corporate partners and professional lifestyle sport teams and athletes, such as International Mountain and road bike racers, snowboarders, triathletes, BMX performers, inline skaters, and motorsport participants. Previous high-profile clients include Cadillac, Red Bull, Panasonic, DKNY, Dollar Rent a Car, Jeep, Timberland, and the State of Minnesota.

Kelly Benefit Strategies, ([www.kellybenefitstrategies.com](http://www.kellybenefitstrategies.com)), is a group insurance broker and consultant specializing in healthcare and a division of Kelly & Associates Insurance Group, Inc. (KELLY). KELLY is the largest group-insurance administrator in Maryland and is one of the fastest-growing healthcare administrators, brokers, and consultants in America, with more than \$1 billion in annualized premium under management. KELLY, headquartered in Hunt Valley, MD, serves thousands of employers ranging from small businesses to Fortune 500 companies. KELLY is committed to bringing its customers affordable group benefits through innovative benefit design, management, and administration.

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