



FOR IMMEDIATE RELEASE

Contact: Erin Peterson, 952-278-3114, 651-247-4023
David C. LaPorte 612-625-4983, 651-398-3235

Nature Valley Grand Prix TV Program Airs this Weekend

Program features newly crowned Olympic Champion Kristin Armstrong

Minneapolis (August 13, 2008)---The TV program chronicling the 2008 Nature Valley Grand Prix, won by freshly crowned Olympic Gold Medalist Kristin Armstrong last June, will air this Saturday, August 16 at 2:30 p.m. Eastern time on VERSUS and then again at 4:00 p.m. on Tuesday, August 19.

Armstrong used the Nature Valley Grand Prix, a part of Minnesota's Great River Energy Bicycle Festival, as a springboard for yesterday's Olympic time trial in Beijing, which she won by an impressive 35 second margin over the best in the world. Her performance was equally impressive at Nature Valley even though, with only one teammate in the race, she was considered to be an underdog. Although the entire peloton, a record 140 riders, seemed to be racing against her, Armstrong's breathtaking fitness and wily race skills proved unstoppable.

The men's Nature Valley Grand Prix was an epic struggle between U.S. powerhouse teams HealthNet p/b Maxxis and Bissell. U.S. National Criterium Champion Kirk O'Bee (HealthNet) took an early lead, thanks to his legendary sprinting skills, but then lost it to Bissell's time trial ace Ben Jacques-Maynes. HealthNet reclaimed the jersey when Aussie Rory Sutherland, ranked #1 in the U.S., won the Mankato and defended it at the infamous Stillwater Criterium despite a narrow loss to Kelly Benefits phenom David Veilleux, winner of the BOOST Best Young Rider jersey.

About the Great River Energy Bicycle Festival and Nature Valley Grand Prix

The Great River Energy Bicycle Festival, now in its tenth year, is one of the nation's top celebrations of the bicycle culture, with tens of thousands of cycling enthusiasts, pro athletes and avid recreational riders converging in Minnesota each year for nine days in June. The Festival's professional racing events, the Nature Valley Grand Prix, began as a one-day criterium in Saint Paul in 1999. Ranked as the premier stage race on the USA Cycling National Racing Calendar, the 2008 Nature Valley Grand Prix schedule includes stops in Saint Paul, Cannon Falls, Minneapolis, Mankato and Stillwater, June 11 – 15. The Great River Energy Bicycle Festival is a volunteer-run event, with all proceeds donated to Children's Hospitals and Clinics of Minnesota, the festival's benefiting charity. For more information, visit: www.minnbikefestival.com.

About Great River Energy

Great River Energy is a not-for-profit electric generation and transmission cooperative providing wholesale electric energy and related services to 28 distribution cooperatives in Minnesota and

Wisconsin serving more than 600,000 customers, or approximately 1.7 million people. For more information about Great River Energy, visit: www.GreatRiverEnergy.com.

About Nature Valley

Nature Valley, the brand that created the granola bar category in 1975, brings variety to healthy, active consumers looking for wholesome and great-tasting snacks. Headquartered in Minneapolis, Nature Valley is part of General Mills, a leading global manufacturer and marketer of consumer foods products. For more information, visit www.NatureValley.com.

###