



Zero Positive

Overview: ZERO POSITIVE

Cyclus Sports introduced their ZERO POSITIVE program in 2015 in order to fulfill 2 immediate needs for cycling--and for sports:

- 1) the need to clearly define a non-compromising, strong and focused commitment to clean riding in sports and the business of sports, and;
- 2) the need to separate their own program from other entities and any different versions of clean riding programs that exist in the milieu of cycling.

The need to define our clean riding program

At Cyclus Sports, we know that it's easy to mouth a commitment to clean, non-PED sports. We also know, however, that building a system which eliminates the need for PEDs in sports remains the much more difficult work. We are, in fact, doing the more difficult work. We are building a system that eliminates the need for PEDs in cycling and, eventually, in all sports by re-envisioning the sport, creating new paradigms, and appealing to the public trust in new, authentic ways.

The need to separate ourselves from other clean riding programs

At the present moment, it is not prudent for Cyclus Sports to engage in, work with, or entrust their company ethos in any way by aligning themselves with other clean riding programs. While we at Cyclus Sports respect and understand other ways of thinking about clean riding, we have decided, unequivocally, that we will not work with, partner with, do business with or in any way promote individuals and entities who participated in, abetted, or seek to reconcile with any parties who, as primary or subsidiary agents, participated in what can be broadly referred to as the Lance Armstrong era in cycling. (This era begins before Armstrong's involvement in the sport and extends to today, so the era represents more than a single individual's career.)

In satisfying these two needs, Cyclus Sports aims to forever change the direction of cycling and sports in America.

Zero Positive: *the Philosophy*

Sports *and* Business--they're both part of Cyclus Sports' ZERO POSITIVE program.

Yes, we have initiated a zero-tolerance policy as a part of our company from day one.

But the idea of Zero Positive applies to more than just testing athletes, tracking their riding data and keeping PEDs out of our League. It also means having a sound philosophy about what it means to resist being "positive" in the current world of cycling.

So, in addition to applying our Zero Positive policy to all riders who represent us, we apply the idea of having a zero-tolerance policy for the sport to our company and community business practices by refusing to settle for the short-term path of least resistance when it comes to engaging in positivism.

What do we mean by this refusal to engage in positivism? --Well, it is often said in sports that we should simply move on and give everyone chance after chance when it comes to PED use in sports. While we respect this point of view, we choose not to adopt it. Our company has been created for a new type of athlete who can come of age in sporting system without having to take unnecessary risks in his career based on the pressures of doping. We welcome the public, businesses and individuals, to join us for this new era.

By applying our Zero Positive program to both sport *and* business practices, we can begin to win back public trust in the sport and further expand our company system that, through its structure, continues the hard work of renewing this great sport for America.

At Cyclus Sports, we believe that this hard work is good for the next generation of athletes.

Zero Positive: *the Business Plan*

How it all comes together...

Since we operate with transparency, we aim to make the public aware that Cyclus Sports is a movement in sports that represents a choice. So when individuals and companies both within and outside of the sport decide to support a particular sporting entity, we offer something new. We are a sporting company worthy of the public's support.

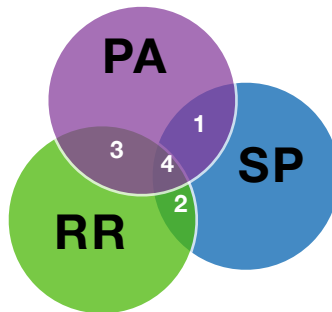
Since we build our company on solid philosophical ground, we are prepared to take on the more difficult and sophisticated problems that the world of sports currently faces with PEDs and corruption.

Since we only sign riders who buy in to this program 100%, we appeal to businesses and individuals throughout the entire makeup of our company: from the national levels to local areas. What's more, we see our riders as long-term participants in our company and look far into the future with them in developing and professionalizing them for sports, business, and life.

Three areas of emphasis

Public Awareness	Sound Philosophy	Rider Representation
transparency	facing difficult problems	national-level performance
new sports perspective	articulating solutions for sport	local area development

These 3 areas engage and stimulate each other in ways that foster an entirely new way of engaging in, solving problems about, and participating in sports.



Each area stimulates and enriches the other.

Fostering Engagement, Stimulating Growth--a Return on Everyone's Investment

- 1= Public Awareness turns to Sound Philosophy instead of empty sports rhetoric
- 2= Sound Philosophy allows Rider Representation to deepen in meaning as opposed to creating a rift
- 3= Rider Representation creates a meaningful model as the Public Awareness increases
- 4= It all comes together to deepen, enrich and authenticate the relationship between sports and culture