

Rockstar Games Presents the 2013 Red Hook Criterium Championship Cycling Series

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NEW YORK--(BUSINESS WIRE)--Feb. 13, 2013-- Rockstar Games is proud to present the 2013 Red Hook Criterium Championship Series (RHC), starting with the Red Hook Criterium at the Brooklyn Cruise Terminal in New York on Saturday, March 30, 2013.



The Red Hook Criterium is an unsanctioned race series consisting of world-class road racers, track specialists, bike messengers, and urban athletes competing over multiple laps around a short, technical circuit. Fixed gear track bikes are mandatory and require riders to possess both street-tuned handling skills and high levels of fitness.

"We're honored to be sponsoring the 2013 Red Hook Criterium Championship Series," said Simon Ramsey, Head of Public Relations at Rockstar Games. "We're thrilled to be able to support the local community through cycling, something that's close to the hearts of many of us at Rockstar."

Traditionally held twice a year, the RHC is expanding in 2013 into a four-part championship series with races in select urban locations across the world. After the first round at Red Hook's Brooklyn Cruise Terminal in March, riders will take to the streets of Brooklyn again for a new event at the famous Brooklyn Navy Yard in June. The series then moves to mainland Europe for the next stop in Barcelona, Spain in August before crowning its first ever World Champion in Milan, Italy in early October.

"Rockstar Games has opened a new world of opportunity for the Red Hook Criterium," added race founder, David Trimble. "Having Rockstar's support and faith behind the RHC has allowed the development of a year-long schedule of races that will build tremendous growth for urban cycling culture across the world."

Rockstar Games Presents the 2013 Red Hook Criterium Championship Cycling Series (Photo: Business Wire)

together fans, families and local businesses to promote urban cycling and the vibrant neighborhoods that play host to each race - particularly important in Red Hook after the events of Hurricane Sandy.

"The Red Hook Criterium will be promoting initiatives that support the rebuilding efforts and growing community spirit after Hurricane Sandy," concluded David Trimble. "I owe everything to Red Hook and it is a fundamental priority that we serve the neighborhood and all those affected by the storm."

In the same spirit the RHC will work closely with the communities and businesses surrounding the races in the Brooklyn Navy Yard, Barcelona, and Milan.

2013 SCHEDULE:

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|---------------------------|--------------------|--------------------------|
| • March 30 th | Red Hook Criterium | Brooklyn Cruise Terminal |
| • June 8 th | Red Hook Criterium | Brooklyn Navy Yard |
| • August 24 th | Red Hook Criterium | Barcelona, Spain |
| • Early October | Red Hook Criterium | Milan, Italy |

In addition, at both the Red Hook and Navy Yard, the RHC will host a 5-km running race on the same date, on the same circuit, and in the same spirit as the cycling criterium. Combining these typically divergent sports creates a unique and exciting atmosphere for athletes, spectators and sponsors from both disciplines.

The Red Hook Criterium Championship Series presented by Rockstar Games is also proud to announce a strong list of supporting sponsors including Giro Sport Design, Castelli Cycling, Cinelli, Timbuk2, San Marco, R&A Cycles, The O'Connell Organization and hatchMAP. In addition to the official sponsors the RHC is collaborating with a long list of community partners including Orchard Street Runners, Fifo Cycles, Degen Knitwear, Vespertine, Sixpoint Brewery, The Intercourse, Sound Liberation Front, Growing Chefs, Monk's Meats, The Red Hook Winery, Musette Bakery, The Red Hook Initiative, Restore Red Hook, The Brooklyn Chamber of Commerce, The Brooklyn Navy Yard Industrial Development Corporation, The Southwest Brooklyn Industrial Development Corporation, and The New York City Economic Development Corporation. Media partners include Peloton Magazine, Enciclika, Prolly is Not Probably, Chalet Magazine and Gage + DeSoto.

For more detailed race info please visit www.redhookcrit.com or visit us on Facebook at www.facebook.com/redhookcrit.

About Rockstar Games

Founded in 1998 and headquartered in New York, Rockstar Games creates and publishes some of the world's most critically acclaimed and best-selling video game franchises, including the ground-breaking *Grand Theft Auto* series, *Red Dead Redemption*, *L.A. Noire*, the *Max Payne* series, *Bully* and the *Midnight Club* street racing games. Rockstar's award-winning development team consists of studios in Edinburgh, Leeds, London, New England, San Diego and Toronto. For more information on Rockstar Games please visit www.rockstargames.com.

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