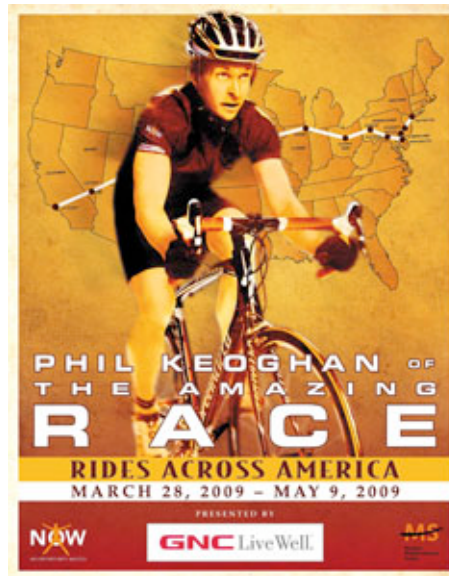




February 25, 2009

**PHIL KEOGHAN OF CBS'S "THE AMAZING RACE" RIDES ACROSS AMERICA  
PRESENTED BY GNC LIVE WELL**



**Keoghan To Embark on a 40 Day, Coast-to-Coast Bike Ride Across America, Averaging  
100 Miles Per Day, Covering Over 3,500 Miles Total with  
Pit Stops in Over 30 Cities**

Phil Keoghan, host of CBS's THE AMAZING RACE, will embark on his boldest adventure yet — cycling from Los Angeles to New York — a ride that will average 100 miles per day for a total of over 3,500 miles, spanning 40 days with pit stops in over 30 different cities.

"I fly over 400,000 miles a year and I figured it was time to stretch my legs. I love to ride so I thought I'd see what this great country looks like up close instead of taking a bird's eye view at 30,000 feet," said Keoghan. "In this economic climate, bike riding makes a lot of sense — it's good for your waistline and easy on your wallet."

Phil Keoghan's "Ride Across America Presented by GNC" will kickoff on March 28 in Los Angeles and end on May 9 (the day before the finale of THE AMAZING RACE 14) in New York. Along the way, he'll attend meet and greets with supporters at local GNC stores, visit CBS affiliates, attend open-casting calls for the next installment of THE AMAZING RACE, sign copies of his best-selling book *No Opportunity Wasted*, and ride alongside ex-Racers and fans of THE AMAZING RACE. He will also be participating in rallies hosted by the National MS Society to build awareness for Bike MS and the MS movement.

(More)

"All of us at GNC are extremely impressed with Phil's commitment and dedication to living a healthy lifestyle," stated Tom Dowd, Executive Vice President, Stores, Operations & Development for GNC. "Having been fans of the 'The Amazing Race' and Phil from the first season, we recognized what a great opportunity this was to partner with him."

Phil Keoghan's "Ride Across America" includes visits to such cities as: Las Vegas; Denver; Lincoln, Neb.; Des Moines, Iowa; Chicago; Fort Wayne, Ind.; Columbus, Ohio; Pittsburgh; Washington D.C.; Baltimore; Philadelphia and New York. Phil's exact route will be released soon.

"We're also very excited to have the opportunity to be the sole retailer of Phil's new nutritional product, NOW OSM 'One Square Meal,' a total meal replacement that is guaranteed to be a top seller at our GNC stores," added Dowd.

THE AMAZING RACE 14 airs Sundays (8:00-9:00 PM, ET/PT) on the CBS Television Network.

**About GNC:**

GNC, headquartered in Pittsburgh, is the largest global specialty retailer of nutritional products; including vitamin, mineral, herbal and other specialty supplements and sports nutrition, diet and energy products. GNC has more than 6,500 retail locations throughout the United States (including approximately 1,000 franchise and 1,718 Rite Aid store-within-a-store locations) and franchise operations in 52 international markets. The company - which is dedicated to helping consumers Live Well - also offers products and product information online at GNC.com.

**About Bike MS:**

*100 rides. One destination. A world free of MS.* Bike MS is the premier fundraising cycling series in the nation. To date, Bike MS has raised nearly \$700 million to help people with MS. With over 100 unique bike rides across the country, there is one right ride for everyone. For those who accept the challenge, it will be the most rewarding journey they ever make. Visit bikeMS.org.

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