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## **Bobke is Back for Another Round of NBC Sports Tour de France Coverage, Sponsored by Headsweats**

Cincinnati, OH - June 5, 2014 – With his colorful personality and insider knowledge of the race, [Bob Roll](#)—aka Bobke—has made a name for himself as the sportscaster to watch during the [Tour de France](#). NBC Sports’ “Ask Bobke” is a perennial favorite segment of the network’s broadcast and for the fourth consecutive year, it will be sponsored exclusively by [Headsweats](#), an official Tour de France product sponsor since 2008. “Ask Bobke” runs during primetime and late night tour coverage on each of the Tour’s 21 day-long race from Saturday, July 5 through Sunday, July 27.

“Bob Roll has been called the American ambassador of cycling for the Tour de France,” says Headsweats president Mike McQueeney. “His commentary is always unpredictable, so it keeps us on the edge of our seats. We look forward to seeing the race through his eyes each year and we can’t wait to hear what he has to say in 2014.”

During the on-air coverage of the Tour, fans will have the opportunity to win exclusive Headsweats products, including hats signed by Bobke himself. Headsweats is also sponsoring contests and giveaways on its [Facebook page](#) throughout the Tour de France.

Additionally, Headsweats was a sponsor of NBC Sports Network’s coverage of [Paris Nice](#), [Paris Roubaix](#) and [Amgen Tour of California](#) earlier this year. Starting this weekend, the company will sponsor the eight-day [Critérium du Dauphiné](#), and later in the summer, the [US Pro Challenge](#), a seven-day, 683-mile race to be held August 17-24.

### About Headsweats

The Headsweats line includes ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. A spirit of innovation and well-developed partnerships, along with unsurpassed customer service, has established Headsweats as a market leader for more than a decade. With a dedication and commitment to cutting-edge materials, innovative designs and the most comfortable, best fitting headwear in the industry, the Headsweats team is constantly

looking towards the future of performance headwear. Keep a cool head.  
[www.headsweats.com](http://www.headsweats.com)

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