

Abandoning Armstrong

Disgraced cyclist Lance Armstrong – one of the world's highest paid athletes – now faces massive losses in reclaimed prize money and lost sponsorship



Tour de France: Organisers **ASO** are demanding repayment of prize money from his seven victories and intermediate bonuses **Up to \$5m**

SCA Promotions: Reclaiming money on insurance policy taken out by **U.S. Postal** team. Forced to pay out after sixth Tour win despite legal challenge over doping allegations **\$11m**

LOST SPONSORS **Up to \$18m**

Nike: Withdrew Oct 17 **\$8-12m**

Trek: (Bikes) Oct 17

Giro: (Helmets) Oct 17

Oakley: (Sunglasses) Oct 22

Anheuser-Busch: (Beer) End 2012

Others: FRS and Honey Stinger (energy supplements), 24HR Fitness