



MEDIA RELEASE

A Host of New Exhibitors Commit to ExpoCycle 2011, More Brands Return to Show after Brief Hiatus

Keswick, ON (June 29, 2011) – The Bicycle Trade Association of Canada (BTAC), producers of ExpoCycle 2011, is pleased to announce a host of new distributors and brands have committed to exhibit on its show floor. In addition, a number of brands have announced they will be returning to the ExpoCycle 2011 after a brief hiatus.

As of the end of June, first-time exhibitors committed to ExpoCycle 2011 include: Merrell Canada, Dartmoor Bikes Canada, Trelock, RSD Distribution (Jett), Best Bars (EziGrip), Bike Glow, Passion Sports (Evoc and Orontas), Kristin Green and Associates (LightSpeed), and Stage-Race Distribution (Boo Cycles, Carrera, C4 Bicycle Components, Dash Cycles, Fondriest, Museeuw Bikes, Pantani Bikes, Passoni, Scapin, Storck Bikes, Thm Carbones, Tiso Bike, Tune, Vandessel Sports). Brands returning to the show after a brief hiatus includes: Ryeka Sports, Contour Cameras, Hincapie Custom apparel, Spinervals & Carmichael DVD's, DZ Nuts, VeloPress Books, Giant Canada, Sombrio and Part One International (Catlike, Vanmoof, Wilier Triestina).

“Both the new and returning exhibitors signal strong confidence in the ExpoCycle 2011 and will add new excitement to the show floor,” stated Sumar Clarke, ExpoCycle 2011 Show Director. “It's another great reason for retailers to attend - having access to new brands and new products they may not have seen.” For more information on the show, or to register, go to: www.expocycle.ca.

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*The **Bicycle Trade Association of Canada's** mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation. BTAC is the national, not-for-profit voice for cycling and the primary advocate for cycling with government, and members come from the retail and supplier sectors of Canada's bicycle industry. ExpoCycle, Canada's bicycle trade show produced by BTAC, will take place Sunday, September 11th – Tuesday, September 13th, 2011 at an all-new venue - the Palais des Congrès de Montréal - located in Old Montreal. A new, public day has been added to ExpoCycle 2011 that opens the show floor to consumers on Saturday, September 10th. www.expocycle.ca.*