

Media Release

Attn: News, Environment, Sport, Transportation, Community Editors and Reporters

Trek returns to OutDoor Demo Day!

The Bicycle Trade Association of Canada (BTAC) is thrilled to announce Trek's return to Demo Day.

After a three year hiatus from ExpoCycle, Trek will once again be returning to the OutDoor Demo Day. Trek, a leading bike supplier in Canada, will once again join other bicycle manufacturers and suppliers for an exciting day on the world class trails of Ski Bromont.

"We're very excited to welcome Trek back," said Sumar Clarke, ExpoCycle's show director. "The whole idea behind Demo Day is to provide dealers with a single event where they can network, share ideas, test and evaluate upcoming product lines. Having as many of bike brands on hand in one location not only benefits dealers by saving them time but also costs them less money and less travel. Not to mention that it's fun, relaxing and useful at the same time - dealers love it."

"We're excited to be coming back to Demo Day," added Trek's Mike Hietpas. "Today more than ever, bicycle retailers want to ride the upper end products before they decide what to put on their floor and sell to their customers. We look forward to getting these people on our products."

Trek's demo trailer will be stocked with the new Fisher Superfly 100, a new Fisher 5" platform, the new Fisher carbon road bike as well as Trek's own new 7" platform, Top fuel, Fuel EX, Remedy, and Session mountain bikes. Finally, Trek will be unveiling the 2010 6 series Madone road bikes.

"It's great to see Trek recognizing the unique advantages that Demo Day offers," Clarke continued. "I mean, what better way to decide on your inventory than testing the products in advance?"

Outdoor Demo Day takes place September 9, 2009 at Ski Bromont in Bromont, Quebec. Details are available at: www.expocycle.ca

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For more information about ExpoCycle or OutDoor Demo Day, please visit: www.expocycle.ca

*The **Bicycle Trade Association of Canada's** (www.btac.org) mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada's bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada's Bike Trade Show) and many cost saving benefits to members.*