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## **QBP Taps Barry Schmitt to Direct Race Face Sales**

BLOOMINGTON, MN – Jan. 23, 2007 – QBP has appointed Barry Schmitt to the role of vendor sales manager (VSM) for Race Face Performance Products, a manufacturer of high-end cycling components and apparel. Schmitt, who also serves as account executive supervisor, will manage sales and placement of the entire Race Face product line. QBP is a primary distributor of Race Face products in the United States.

“Barry brings a stellar record of developing dealer partnerships as an account executive and extensive product knowledge to the role of Race Face sales manager for QBP,” said Mike Lind, QBP director of purchasing and inventory. “He’ll be able to provide dealers with the sales and support services they need to sell more Race Face product.”

QBP launched the VSM program to enhance its partnerships with key vendors and dealers. Vendors are expected to increase sales by expanding product placement across a broad dealer base.

“By focusing exclusively on Race Face products, I’ll be better able to serve our existing dealers while expanding opportunities to new dealers,” said Schmitt. “It’s a mutually beneficial approach that increases sales for everyone.”

“We’re very good at manufacturing and QBP is very good at distribution, so this is a natural alliance,” said Daina Carmichael, inside sales manager for Race Face. “The VSM program is a more efficient way to deliver our products in the US. We believe the added focus QBP brings to our brand will greatly expand our reach. This is a special partnership with good growth potential.”

### **About QBP**

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,500-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be an active cycling advocate for the industry. For more information, please contact Jo Wright, director of marketing at 952-941-9391, or visit: [www.QBP.com](http://www.QBP.com).

### **About Race Face Performance Products**

Celebrating its 15<sup>th</sup> anniversary in 2007, Race Face is a global leader in the design, manufacturing, marketing and distribution of high performance cycling components and apparel. Based near Canada’s North Shore mountains in British Columbia, Race Face designs and tests its line of high performance products to excel in the world’s most abusive riding environment. Its component line spans seven product categories, six component families and is sold in over 30 countries worldwide. Its line of performance cycling apparel is worn by a discerning group of riders who value function as well as fashion. To learn more about Race Face Performance Products visit [www.raceface.com](http://www.raceface.com)

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