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## MEDIA RELEASE

### QBP to Distribute Complete Builds from Ridley Bikes

*Bikes from Renowned European Manufacturer Now Available at QBP*

When QBP begins its tenure as exclusive US distributor for Ridley Bikes on June 1, it will unveil a suite of offerings, including a full line of road, women's, track, time trial and all new cyclocross bikes for 2010. Some models will be available as complete builds, including the Crossbow and X-Fire cyclocross, and two road bikes to be announced soon.

"We're providing a unique dealer sales program and an increased marketing presence to support this premier European brand," said John Lindstrom, Ridley general manager at QBP. "We are excited to bring Ridley to our customers and anticipate the brand will be major presence in the high-performance bike segment in the United States."

The new relationship with Ridley is part of QBP's ongoing commitment to provide dealers with best of breed choices in bicycles and other products. QBP will support dealers with a flexible sales program that allows them to stock the mix of Ridley products they want.

#### 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 a vigorous advocate for the cycling 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 Ridley

Jochim Aerts, a highly skilled frame builder and painter, started Ridley Bicycles in 1996. Jochim's partnerships with racing clubs and eye for advanced racing technology created Ridley's early success. In a few short years, Ridley became Belgium's market leader for racing bikes. In 1997 Ridley signed its first professional team, Spar, and went on to work with Palmans-Colstrop in 1999. After much race testing, Ridley released the first full-carbon version of the now famous Damocles. Visit [www.ridley-bikes.com](http://www.ridley-bikes.com) to learn more.