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QBP Launches Civia Brand

New Bikes and Products Designed for Practical Everyday Transportation

BLOOMINGTON, MN – Aug. 8, 2007 – QBP announced the creation of Civia, a line of bikes designed specifically for commuting, light transport and other utility tasks. The wholly independent business unit will showcase several demo bikes and related products at Interbike in September. Production models are slated for delivery in spring 2008. The Civia website can be viewed at www.civiacycles.com.

“As America transforms into a nation that embraces bicycles as a viable form of transportation, there is a need for a brand that can imagine, create and respond to customers’ wishes and grow this segment of cycling,” said Steve Flagg, president of QBP.

Targeting a growing number of cyclists who use bikes to fill many of their transportation needs, Civia bikes are made for everyday tasks like picking up groceries, carrying children to daycare and commuting to work. Because many of these riders already own higher-end bikes, Civia has taken special care to build a light, durable and highly responsive machine dedicated to transportation.

“We engineered these bikes for discriminating riders who want a practical utility bicycle that handles like a performance road machine,” said Scott Thayer, brand manager of Civia. “Civia will fill a huge gap in their riding experience.”

Combining the Latin word Civis, for community with Via, the way, Civia has a mission to support commuters by providing a virtual community on its website. When users register and create a profile, they receive weather reports based on zip code for morning and evening commutes and clothing advice based on local conditions. They also can plan their trips with a highly accurate route-charting tool. Other features include custom news feeds, photo galleries where riders can upload and share images, a blog, and articles with advice about the art and science of commuting by bike.

“Our goal is to bring people together and empower them to make positive changes for themselves and their communities through biking,” said Thayer.

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.