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MEDIA RELEASE

Dimension Introduces Value Series Wheels at Interbike ***New offerings Start at \$19.50 in Response to Dealer Demand***

For budget-conscious dealers, Dimension now offers an alternative line of high-value wheels. First shown at Interbike, the Dimension Value Series wheels start at a wholesale cost of \$19.50 and feature Formula hubs, Alex rims, and DT Swiss stainless steel spokes and brass nipples.

"Dealers have been asking us for more economic wheels to use as replacements for their repair customers," said QBP wheels operations manager David Cory, "the Value Series wheels meet that need."

And while the new Value Series wheels are significantly less expensive than their predecessors, there is no sacrifice on quality according to Cory. "The materials and building methods provide the same quality we've always had. We've been able to cut the prices by streamlining our manufacturing process and consolidating our offerings."

Value Series front and rear wheels come with 32-hole 26, 27" or 700c rims. Rear wheel options include 130 or 135mm spacing, with freewheel threading or Shimano-splined 7-, 8- and 9-speed freehubs. The wheels are in stock and can be browsed by logging in to qbp.com. More Value Series wheels will be added for in 2010, further addressing the requests of QBP dealers.

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 1,700-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.

About Dimension

At Dimension, our mission is to help make our customer's bike experience more comfortable, more personalized and more fun than ever before. We seek to help the savvy bike consumer find great products at good prices that help them fit, fine tune or personalize their bikes. From functional components to snappy accessories, Dimension products will help you customize your bike for better fit or the latest style. Dimension has more than 350 different items. Take a look at our products at www.dimensionbikeproducts.com.