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MEDIA RELEASE

Salsa Brings Two New Full-Suspension Trail Bikes To Market

Salsa Cycles introduced two new full-suspension bikes to their product line during their Sol Sessions media event in June: the El Kaboing (5" rear travel, 26" wheel) and Big Mama (4" rear travel, 29er).

"We've received a lot of requests for more rear travel, especially in the 29'er category," said Salsa general manager Jason Boucher. "We're really proud of these designs. They meet our goals of industry leading performance, reliability and durability."

The frames employ distinctive features like custom-shaped tubing and large weld areas for maximum stiffness, as well as a single-pivot design which uses flexing scandium seatstays. The flexing seatstays work with the linkage and custom-tuned Fox RP2 air shock to enhance the suspension's performance and ride quality. Perhaps the most unique frame feature is the direct post-style rear disc brake mounts.

Salsa debuted the new bikes for a specially invited group of dealers and media at their first ever Salsa Sol Sessions. The event began with a formal product launch at Salsa headquarters but moved north the following morning, heading to the Chequamegon National Forest in Wisconsin for three days of mountain biking and two nights of camping.

"We wanted more than just to introduce two new bikes: the Sol Sessions allowed people to meet our staff, ride our bikes and see our places," said Mike Riemer, Salsa marketing manager. "Our aim was to create a memorable experience they'll always associate with Salsa. We believe we accomplished that."

The El Kaboing and Big Mama frames will be available to Salsa Authorized Dealers in September, while complete bikes will be available in January of '09.

About Salsa Cycles

Salsa Cycles is a premier manufacturer of cycling frames, components and clothing. For 27 years, the privately owned, Minneapolis-based company has built a reputation on its exceptional bicycling frames and related products. Find Salsa on the web at www.salsacycles.com. For more information contact Salsa marketing manager Mike Riemer at 952-229-5043, extension 1369, or via email: miker@salsacycles.com.