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FOR IMMEDIATE RELEASE

Quality Bicycle Products Provides Unprecedented Support to Trips for Kids Chapter in Twin Cities, Minn.

Leading industry distributor to temporarily manage inner-city youth mountain biking program

SAN RAFAEL, Calif. - August 22, 2007 - Trips for Kids National today announced unprecedented support of its Trips for Kids Chapter in Twin Cities (TFK Twin Cities) by Bloomington-based Quality Bicycle Products (QBP).

With the move of the chapter's Founding Director Rick McFerrin to Calgary, Canada to start another Trips for Kids Chapter in that city, QBP stepped in to manage the day-to-day operations of TFK Twin Cities. Its goal is to develop a team of local volunteers that will eventually run the organization with QBP's ongoing support.

"QBP believes strongly in the Trips for Kids mission to mentor kids and increase their overall fitness," says Jason Grantz, member of the QBP Advocacy, Community, and Environment Committee. "And of course, our whole industry benefits when more young people discover the fun and excitement of riding bikes."

Launched earlier this year with a \$10,000 grant from QBP, a leading distributor of bicycle parts, accessories and apparel, TFK Twin Cities benefits from an incomparable level of private support. Start-up funds were used to obtain bikes, helmets and an equipment support trailer. A local Web site and educational brochures were also created. Drawing on its extensive network of vendors and bike dealers, QBP procured donations for more equipment and funds. Volunteers from the company also serve as ride leaders, mechanics and board members. Penn Cycles, a Twin Cities bicycle retailer, also donated 13 bicycles and plans to provide more next year.

While QBP will continue to support TFK Twin Cities, it is working to help the chapter become completely independent and self-sustaining.

"We planted the seeds here. Now we're inviting others to step forward and help it thrive and grow. This is an investment in the future of our communities and our industry." Grantz said.

Twenty years ago, when Trips for Kids Director Marilyn Price began leading loosely organized mountain bike rides for underserved kids in the hills of Marin County, Calif., she never imagined her efforts would evolve into a national organization. Today, Trips for Kids boasts more than 55 chapters in 27 states and Canada. Though the organization receives generous support from individual donors

and businesses, it relies heavily on volunteers and community groups for the bulk of its day-to-day administration and activities. Now, with the revamping of the Twin Cities, Minn. chapter, Trips for Kids engages a new level of partnership with the private sector.

"This is a huge boost for us," says Price. "QBP's support lends a lot of credibility to our organization and sets a great example for other businesses to follow. The population we serve is so important to the cycling industry. Its bottom line benefits when we encourage kids to ride bikes."

About Trips for Kids

Trips for Kids National is a 501(c)3 nonprofit based in Marin County, California. Trips for Kids started in 1988 as a grass roots effort by avid mountain biker, environmentalist, and Mountain Bike Hall of Fame inductee, Marilyn Price. Their programs give underserved youth a chance to experience the joy and challenge of mountain biking, while learning valuable life skills and an appreciation for the outdoors. There are currently fifty-six Trips for Kids chapters across the United States and Canada, with more on the way. For more information on Trips for Kids National, please visit www.tripsforkids.org or call Marilyn Price at (415) 458-2986.

About Quality Bicycle Products

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.

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