



Every Butt on a Bike

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MEDIA RELEASE

QBP Adds \$15MM to Pre-Season Inventory Levels

QBP has expanded inventory levels by more than 50% compared to this time last year. The initiative, which is part of the company's ongoing commitment to support dealers, adds nearly \$15MM of additional pre-season stock. The added volume will help ensure that dealers can get the products they need when they need them.

"We are doubling the number of products we now stock at our new facility in Ogden, UT," said Steve Flagg, president of QBP. "This allows us to better serve western dealers and to provide one or two-day shipping to 68% of our customers nationwide.

QBP continuously strives to ensure that the most popular products and brands are in stock and available for order. This imperative is critical to the success of QBP and its customers, says Mike Lind, purchasing and inventory director. "We have developed inventory and purchasing strategies for each of our most popular vendors. Because of this, our dealers can more effectively meet their customer's needs—and our vendors can better capture consumer demand for their products," Lind said.

"Ultimately we feel very optimistic heading into the season," he added. "The economic mood is recovering—in many cases led by small business. We are very confident about the prospects for independent bicycle dealers and bicycle sales in the current economic climate and coming sales season."

About QBP

QBP is a leading distributor to the cycling industry. Carrying more than 36,000 products from 450 vendors, the company offers domestic and international retailers a wide array of products and services including a 1,720-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns four bike brands including All-City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes. Through its Q-Outdoor division, QBP distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates two LEED-certified, Gold-level distribution centers and office complexes in Bloomington, Minnesota and Ogden, Utah. For more information, please contact Jason Gaikowski marketing director at 952-941-9391, ext. 1533 or visit: www.qbp.com.

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