



Every Butt on a Bike

Media Information 28 June 2011 QBP

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MEDIA RELEASE

QBP Makes Top 100 Workplaces in Star Tribune Survey

QBP has been named one of the Top 100 Workplaces in Minnesota based on an employee-based survey project from the *Star Tribune*. The *Star Tribune Top Workplaces* special section was published on Sunday, June 19. The report can also be found at StarTribune.com/topworkplaces2011.

Top Workplaces recognizes the most progressive companies in Minnesota based on employee opinions about company leadership, communication, career opportunities, workplace environment, managerial skills, pay and benefits. The analysis included responses from over 60,500 employees at Minnesota public, private and nonprofit organizations.

“Our employees have created a culture that fosters learning, creativity and professional growth,” said Steve Flagg, president of QBP. “Their commitment to delivering outstanding customer service is the bedrock of our success. Because they constantly seek out new opportunities for achieving excellence, they make this a great place to work.”

Employing more than 450 people at its distribution centers in Bloomington, MN and Ogden, UT, QBP provides a progressive, casual and energetic work environment. The company’s bicycle commuter program promotes health and fitness by offering generous merchandise credits to employees who bike to work. Collectively, QBP bike commuters log more than 250,000 each year.

QBP uses six percent of its annual profits to fund its ACE program, a multi-faceted employee-managed initiative that advocates for the bike industry and strives to increase ridership by helping build more trails. Additionally, volunteers from ACE give their time to a wide range of community programs, including Full Cycle, a non-profit bike shop that helps homeless teens build better lives through internships and assistance for school, housing and mental health. ACE also showcases the company’s environmental initiatives and educates leaders from other businesses about sustainable practices.

The rankings in the *Star Tribune Top 100 Workplaces* are based on survey information collected by WorkplaceDynamics, an independent company specializing in employee engagement and retention. To qualify for the *Star Tribune Top Workplaces*, a company must have more than 50 employees in Minnesota. Over 1,200 companies were invited to participate. Rankings were composite scores calculated purely on the basis of employee responses.



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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 1,700-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All-City, Civia, Foundry, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes, and Lazer Helmets. Additionally, QBP owns Whisky Parts Co., Dimension, and Problem Solvers. 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.