



Every Butt on a Bike

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MEDIA RELEASE

QBP Named One of America's Top Work Places by Outside Magazine

QBP was named to *Outside* Magazine's fourth annual "Best Places to Work" list for the second year in a row. The full list and related story is published in the September issue of *Outside* magazine, available now.

Outside's "Best Places to Work" project celebrates the innovative companies setting a new standard for a healthy work-life balance. The list was compiled with the help of the Outdoor Industry Association and Best Companies Group. Experts from Best Companies Group analyzed all of the results, selecting the 50 companies that strive to enhance their employees' enjoyment of active endeavors, and environmental and social involvement.

Committed to putting "every butt on a bike," QBP encourages employees to bike by offering merchandise credits of up to \$3.00 a day for bike commuters, discounts on bike and outdoor products, and a Bike Benefit program that helps employees purchase a bike from QBP's line of bike brands. The company's fulltime bike industry advocate works with the federal and local governments, and non-profit organizations to secure funds for building bike paths, lanes and trails across the country.

"We believe that when people ride bikes, their lives get better," said Steve Flagg, president of QBP. "On a bigger scale, we believe the bike business can make the world a better place by supporting bike riding as a way of life. That boosts economic development, promotes positive social change, and ultimately improves the health and economic vitality of our nation."

A leader in environmentally sustainable business, each of QBP's distribution centers meet part of their energy needs from rooftop solar panel arrays. Additionally, the company's center in Utah, which has applied for LEED Platinum certification, is entirely cooled and heated using geothermal energy. QBP's Minnesota facility is LEED Gold certified.

Flagg stressed that the company's success is a direct result of its passionate and committed workforce. "Our unique culture supports professional growth and challenges employees to assume leadership roles at every level of the organization. This is critical to our ability to continually innovate and create value for our customers. Because our employees so deeply embrace QBP's vision and mission, they make this a great place to show up for work—every day."

The yearlong selection process for *Outside*'s "Best Places to Work" began with an outreach effort that identified a wide range of non-profit and for-profit organizations with at least 15 employees working in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs.



Every Butt on a Bike

About QBP

QBP is a leading distributor to the cycling and outdoor industries. Dedicated to high performance and outstanding results, the company is committed to being in the top 1% of all distributors. 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 45 North, 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 a LEED-certified, Gold-level distribution center and office complex in Bloomington, Minnesota and has applied for LEED-certified, Platinum-level certification for its complex in Ogden, Utah. For more information, please contact Jason Gaikowski, director of brand and marketing at 952-941-9391, ext. 1533 or visit: www.qbp.com.

About Outside Magazine

Outside is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.

About the Best Companies Group

Best Companies Group works with national and local partners around the country to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide, and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.

About the Outdoor Industry Association

Founded in 1989, Outdoor Industry Association (OIA) is the premier trade association for companies in the active outdoor recreation business. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. Outdoor Industry Association seeks to ensure a healthy and diverse specialty retail and supply chain based on quality, innovation and service. To this end, OIA works diligently to raise the standards of the industry; increase participation in outdoor recreation to strengthen business markets; provide support services to improve member profitability; represent member interests in the legislative/regulatory process; promote professional training and education; support innovation; and offer cost-saving member benefits. Search for outdoor-industry jobs is at OIA's career center: www.outdoorindustry.org.