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MEDIA RELEASE

QBP Catalog Cover Contest Winners Announced

Don Jacobson of Peloton Sports in Las Vegas came away with Best in Show in QBP's Catalog Cover Contest. For 2009, QBP asked independent bicycle dealers to make the annual 1,600-page catalog their own. The brown-paper covers were designed to encourage doodling and customization, so after a year of dealer abuse, QBP invited them to submit their catalog covers for a chance at winning the contest. Here are the winners:

Best two-volume entry:	Don Jacobson	Peloton Sports	Las Vegas, NV
Most creative:	Dannye Jones	Bike Barn	Houston, TX
Most used:	Kody Goodson	Calhoun Cycle	Minneapolis, MN
Best reference:	Vincent Wynne	Revolution Cycles	Rockville, MD
Wild card:	Cheryl Wilson	Niagara Cycle	Niagara Falls, NY
Honorable mention:	Jeff Latimer	Gus' Bike Shop	North Hampton, NH
	Eric Radloff	Bicycle Alley	Manlius, NY
	Mark Nerhus	Circle City Cyclery	Corona, CA

Among entries with sketches of chainrings, glued-on derailleur hangers, coffee stains and variations on the QBP logo, Jacobson's winning submission featured riders of multiple disciplines pedaling on a bike path from cover to cover. Pictures of the winning covers can be viewed at: <http://www.frostbike.com/contest.html>.

About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. Carrying more than 30,000 SKUs from 400 vendors, QBP offers domestic and international retailers a wide array of products and services including a 1,600-page catalog; an online ordering system; a merchandising and store-design program; 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-Active division, the company distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates from a Gold-level LEED-certified distribution center and office complex and is building another LEED Gold facility in Ogden, Utah. For more information, please contact Jo Wright, director of marketing at 952 -941-9391, or visit: www.qbp.com.