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6400 West 105th Street
Bloomington, MN 55438
www.qbp.com
Contact: Jesse Roehl, Marketing Manager
800-346-0004, ext. 1425
jroehl@qbp.com

MEDIA RELEASE

QBP Named as One of America's Best Places to Work by *Outside* Magazine

Outside magazine released its third annual list of the "Best Places to Work" today, ranking QBP in the top 50 in America. The complete list and related story will be published in the May issue of *Outside* magazine, available April 13.

"QBP is fortunate enough to be served and led by our great employees," said co-owner and president Steve Flagg. "They're the ones who deliver brilliant customer service every day, push each other to develop and grow, and challenge company leaders to maintain QBP as the great workplace it is."

The list was compiled with the help of the Outdoor Industry Association and Best Companies Group. The year-long selection process 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 sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives and community outreach programs. All of the results were analyzed by Best Companies Group experts, who selected the 50 companies that strive to enhance their employees' enjoyment of active endeavors, and environmental and social involvement.

"These 50 companies come from a vast array of industries but they're all following the same enlightened path," said Michael Roberts, executive editor of *Outside*. "They're successful businesses in a challenging economy precisely because they support a proper work-life balance. They know that benefits like on-site gyms and fitness classes, reimbursements for ski passes and sports racing fees, and support for community service efforts during work hours make their employees happier and thus more productive."

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 Jesse Roehl, marketing manager at 952-941-9391, or visit: www.qbp.com.

About Outside Magazine

Outside is America's number-one active-lifestyle magazine, with more than two million readers a month. For 30 years, we've been dedicated to covering travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world outside. Along with many other accolades, *Outside* is the only magazine ever to receive three consecutive National Magazine Awards for General Excellence. Visit them at www.outsideonline.com. For more information about this year's "Best Places to Work" list, contact Jason Marchwinski: jason@giantnoise.com, 646-649-4933

About 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 4,000 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.