



FOR IMMEDIATE RELEASE

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RAY'S INDOOR MOUNTAIN BIKE PARK ANNOUNCES NEW MILWAUKEE LOCATION

Partnership with Trek Bicycle Generates Expansion, Second Location Opening November 2010

Greetings fellow riders!

After an extensive search, the location for a second Ray's Indoor Mountain Bike Park has been secured and Milwaukee-area mountain bikers can now rejoice! The 110,000 square foot former Menards Home Improvement Center is currently undergoing the transformation from empty warehouse to the most exciting indoor mountain bike park the world has yet to behold.

Building upon the success of our original Ray's Indoor Mountain Bike Park of Cleveland, Ohio, Ray's of Milwaukee will provide cyclists from across the Midwest an unrivaled place to ride, train, and develop their skills throughout the long winter months when local trails are closed or often unridable.

Ray Petro, founder and namesake of Ray's Indoor MTB Park, had quietly planned the opening of a second Ray's Milwaukee locale for the past few years. When financing stalled at the last minute, Trek Bicycle stepped in to purchase the business and ensure the continued expansion of Petro's indoor MTB park vision.

"Without Trek, Ray's Milwaukee could not have happened," explained Petro, "I'm very grateful for [Trek's] involvement and excited about the work that's already going on at our second park. I've been really excited about all the great new bikes that Trek has put out over the past few years and I've ridden the world class private trails they've built, so I know their dedication to mountain biking and riders everywhere. The most exciting thing for me about this partnership is that I can now focus all of my time and energy on the design and creative direction of the parks."

“Bringing Ray’s to the Midwest has been a dream I have participated in with Ray for some time,” explained Joe Vadeboncoeur, Vice President of Product Development and Marketing at Trek.

While Ray’s new Milwaukee location is currently under construction, with opening ceremonies scheduled for November of 2010, as riders of the original have come to anticipate, Ray’s in Cleveland will be renovated throughout the summer. Wait until you see what we have in store for you this coming winter.

“I’ve loved riding at Ray’s in Cleveland since it opened,” continued Vadeboncoeur, “With Milwaukee, Ray will be able to implement the things he has learned over the past five years and have them in place from day one. The new Ray’s is going to be unlike anything anybody’s ever seen before.”

For more information about Ray’s Indoor Mountain bike Park, visit <http://www.raysmtb.com/>.

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About Ray’s Indoor Mountain Bike Park:

After opening its doors in 2004 to a crowd of trail-hungry and snow-logged Midwesterners, it became immediately clear that Ray’s Indoor MTB Park was just what the world needed. For the first time, cross country, freeride, gravity, and dirt jump riders could hone their skills, tackle an ever-changing array of obstacles and features, and introduce themselves to new disciplines, all in the comfort of a safe, climate-controlled environment. Since its inception, Ray’s has continued to evolve with the sport of Mountain Biking and will open a new Ray’s Milwaukee location in November of 2010. For more information, visit <http://www.raysmtb.com/>.

About Trek Bicycle:

Trek Bicycle is a global leader in the design and manufacture of bicycles and bicycling related products and accessories. From Tour de France-winning road bikes to tricycles designed to introduce the next generation of riders to the possibilities of pedal-power, Trek has a bike for nearly every rider. Trek believes the bicycle can be a simple solution to many of the world’s most complex problems, including obesity, traffic congestion, and climate change, and is committed to breaking down the barriers that prevent people from using bicycles more often for daily transportation, recreation, and inspiration. For more information about Trek, visit www.trebikes.com.