



Media Release

Attention: News, Environment, Assignment Editors and Reporters

Leading the pack *ExpoCycle 2008 breaks all registration records*

(Montreal, August 2008) ExpoCycle 2008, the Canadian bike industry's annual trade show, is shaping up to be a banner event.

Organized by the Bicycle Trade Association of Canada, ExpoCycle has seen a phenomenal increase in pre-registration this year.

"Registration is up 20% from where it was this time last year," says Sumar Clarke, ExpoCycle Show Manager. "And we're still going strong. It's just fantastic."

Clarke credits the upswing to the introduction of the Retailer Power Program, a new and innovative business seminar series geared towards bike retailers.

"Buzz around the Retailer Power Program is really growing. People recognize that it's a great opportunity to grow their business and improve their bottom line. We've also got terrific facilitators - Tom Shay, Bob Negen and Dan Mann will all be here."

General interest in biking has also spiked, Clarke adds.

"There's a new appreciation for cycling as transportation, as exercise, as recreation. ExpoCycle is a chance for bike retailers to check out the latest, most innovative products on the market to bring back to their customers."

ExpoCycle is the premiere event for Canada's cycling industry. Scheduled for September 6-9 in Montreal and Bromont, Quebec, it will feature 90,000 square feet of space and over 800 of the world's best cycling brands.

The show kicks off with the Outdoor Demo Day at Ski Bromont on September 6, then moves to Montreal's Place Bonaventure from September 7-9.

Online registration is now open. Retailers can register for free until August 22, 2008.

For more information on exhibiting at ExpoCycle, visit: <http://www.expocycle.ca/exhibitor/index.html>

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The Bicycle Trade Association of Canada's mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada's bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada's Bike Trade Show) and many cost saving benefits to members (www.btac.org).