



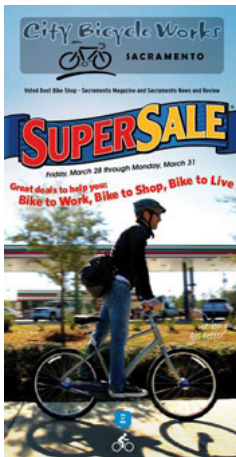
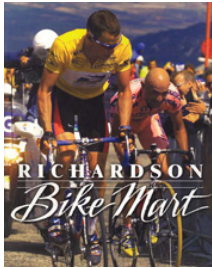
For more information, please contact:
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Facts

**Visit the Catalyst Communication Team
 During Interbike Las Vegas, Booth 2626**

Who

Leslie Bohm, CEO; Lynn Guissinger, Co-Owner/Legal Counsel; Gregg Thayer, National Sales Manager, Rod Judd, Greg Mears and 11 additional team members. Catalyst programs enable cycling and outdoor manufacturers and retailers to cooperatively market their products to consumers. A partial list of manufacturers and retailers is shown below.



Outdoor Suppliers

- ArcTeryx
- Atlas Snowshoes
- Black Diamond
- Chaco
- GoLite
- Gregory
- Hobie Kayaks
- Kavu
- Keen
- Liquid Logic
- Lowa
- Mad River
- Marmot
- Merrell
- Montrail
- Mountain Hardware
- Mountain Khakis
- MSR
- Native Eyewear
- Native Kayaks
- Necky
- The North Face
- Osprey
- Patagonia
- Royal Robbins
- Scarpa
- Sea to Summit
- SmartWool
- Teva

Cycling Suppliers

- Bontrager
- Burley
- CamelBak
- CatEye
- Cervelo
- ClifBar
- CycleOps
- Descente Athletic
- Gary Fisher
- Genuine Innovations
- Giro
- GuSports
- Hincapie
- Kryptonite
- Look Pedals
- Louis Garneau
- Park Tool
- Pearl Izumi
- Saris
- SheBeest
- Shimano
- SIDI
- Smith Optics
- SRAM Corp.
- Sugoi
- Thule
- Tifosi
- Topeak
- Trek
- Yakima
- Zipp Wheels

Specialty Retailers (more than 350 total)

- Active Endeavors
- The Backpacker
- Benchmark
- Bivouac
- Black Creek Outfitters
- Goodsports
- Jax Outdoors
- Kenco
- Mountain High
- Moose's Tooth
- Outdoor Source
- Outdoor Trails
- Ozark Outdoor Supply
- Pack Rat
- River Sports
- Sangre de Cristo Mountain Works
- Summit Canyon
- Mountaineering
- Travel Country Outdoors
- Wilderness Sports
- Wild River Outfitters
- American Cycling & Fitness
- Beacon Cycling & Fitness
- Bert's Bikes & Fitness
- The Bicycle Connection
- Bicycles Inc
- BikeBeat
- Bikesport
- The Bike Rack
- Bike World IA
- Chainwheel Drive
- City Bicycle Works
- The Cycle Loft
- Cycle Works
- David's World Cycle
- D&D Bicycles & Fitness
- Earl's Cyclery & Fitness
- George Garner Cyclery
- Idaho Mountain Touring
- International Bicycle Center
- Human Zoom
- Jax Bicycle Centers
- Landry's Bicycles
- Lee's Cyclery & Fitness
- Liberty Bicycles, Inc.
- Mad Dog Cycles
- Newington Bicycle
- Pasadena Cyclery
- Penn Cycle
- Revolution Cycles
- Richardson Bike Mart
- Rochester Bike Shop
- Scheller's Fitness & Cycling
- Trek Bicycle Superstore
- Trek Bicycle Stores Midwest
- Trek Bicycle Store of Madison
- Trek Bike Store of Tampa
- Village Cycle
- Vitesse Cycle Shop
- Wheat Ridge Cyclery
- Wheel and Sprocket

What

Direct marketing with proven ROI for the cycling and outdoor markets.

Catalyst applies economy of scale to make sophisticated production and database marketing affordable for specialty retailers and manufacturers.

Catalyst publishes the Cycling Guide in the Spring, and the Outdoor Guide in the Spring and Fall. These "magalogs" (magazine/catalogs) are mailed to existing and qualified prospective customers. Each is a 16-to-32-page template resulting in a highly customized presentation of each retailer's identity, message, and local activities along with the retailer's choice of key vendors' latest products and brand message. Catalyst's SuperSale promotions take place in the Spring and late Summer and are bicycling's national season kick-off and ramp-down events.

—More—





Catalyst has earned more awards from Multi-Channel Merchant/Catalog Age than all other companies in the relevant category. Along with these top awards in America's most prestigious specialty retail marketing competition, Catalyst publishes case studies detailing the specific results and profitability of the various programs.

Catalyst's "secret" is a disciplined graphic and content structure, designed to engage the consumer, along with world-class targeting, data processing and trackable methods to prove profitable response. Each Guide page carefully presents product details, along with non-commercial tips, to enhance the Guide's value, lengthen its life, and reinforce the retailer's message of adding value.

Where

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When

Leslie Bohm founded Catalyst Communication—originally named Bicycle Products Corporation in Boulder, Colorado—in 1985.

Why

Before founding Catalyst Communication, Leslie co-owned Eclipse Inc., from 1973 to 1983. Eclipse manufactured luggage and accessories for bicycles and motorcycles. While traveling throughout the U.S. with Eclipse sales representatives, Leslie noticed that most retailers enjoyed the activities and equipment they promoted but they disliked marketing. He also observed the need for a "mediator" to help manufacturers and retailers cooperate to get their messages to consumers. A "catalyst" would facilitate this cooperation, hence the birth of what became Catalyst Communication.

How

How the concept works. World-class direct marketing becomes affordable because retailers and manufacturers share the cost of Catalyst programs because they both benefit. Consumers win, and respond, because this marketing respects their intelligence and does more than pitch product. Catalyst plays a crucial role in helping cycling and outdoor retailers build and clean their customer lists. Then by combining so many retailers into a single campaign, Catalyst enables retailers to reach new audiences of qualified prospects with world-class marketing materials. Catalyst works with the industry's top retailers and suppliers and helps them market the key brands they sell.

Knowledge sells. When consumers know more, they enjoy their activities more, and they buy more. This is particularly crucial for local merchants eager to demonstrate the value added by their informed personal service. By making the publications high-quality and information-rich, they last longer—measured tracking proves retailers can expect a 3-month life from Guide mailings.

Social Responsibility and Sustainability. Concern for the environment and society is not an "initiative" at Catalyst. It's in the organizational DNA. From the original corporate idea of helping locally-based businesses thrive (see about us/vision on catacom.com) to Catalyst's national leadership position in the advocacy of bicycling for transportation, to the unsurpassed community (even in Boulder, Colorado!) eco-practices, Catalyst walks and rides the talk of sustainability.

We use paper mail, and yes, that has an environmental impact. As Patagonia's founder Yvon Chouinard reminds us in *Let My People Go Surfing*, everything all of us do has an impact. Direct mail is essential for driving awareness and sales. Catalyst has, since the late 1990s, steadily directed and assisted retailers to reduce the size of their mailings. Catalyst started using recycled paper with high post-consumer waste in 1992 and produces its publications in accordance with the rigorous Forest Stewardship Council practices. And, of course, Catalyst mailings are designed to be valuable enough that fewer are needed and when the customer is done, each is 100% recyclable.

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