



Cycles Devinci Strikes Partnership With Triathlon BC!

Vancouver – Cycles Devinci, a Canadian-based bicycle manufacturer, has entered an agreement that will support Triathlon BC and its 10-event Provincial Race Series through to the end of 2007.

"The reputation of Devinci bicycles continues to spread through the triathlon and cycling circles, by enthusiasts who are very satisfied with their purchase, and proud to own a Canadian-made, high-performance bicycle." said Julie Morin, Cycles Devinci Marketing Coordinator. "Our partnership with Triathlon BC and its Race Series will help us market our line of bikes in Western Canada; from our entry-level Silverstone bikes through to the range-topping, wind-cheating, aerodynamically tested Leo TT 3 carbon triathlon bike, British Columbia is a market we aim to develop, and do so in conjunction with Triathlon BC."

"To attract a major player in the bike manufacturing industry is a real shot in the arm for the Series and its Race Directors," says Allan Prazsky, Triathlon BC, Executive Director. "Offering Series participants a chance to win a state-of-the-art, World Cup ready, Leo TT 3 race bike will ensure the Series receives the attention it deserves, and will make its events very competitive among all levels of racers!"

Celebrating its 20th Anniversary in 2007, Cycles Devinci began as a vision shared by a mechanical engineer and an industrial designer. Long known for its innovation, Devinci opened its doors to its research and development division in 1994, shortly after, several pioneering ideas followed: Optimum frames, Ollie Freeride bikes, the Cx and the now infamous, data-logging bikes.

Today, Devinci's state-of-the-art R&D Division takes advantage of leading edge automotive and aeronautical design and manufacturing methods, and counts on a multitude of engineers and technicians to oversee the fine detailing that goes into each bike.



To view the entire Cycles Devinci line up and see just what you could win by participating in the Provincial Race Series – a Leo TT 3 - click on www.devinci.com or visit an authorized Devinci dealer. See you at the starting line!

- 30 -

Triathlon BC

t. (604) 716-3176

www.tribc.org

f. (604) 716-3180

Po Box 34098 Station D, Vancouver, BC, V6J 4M1