



MEDIA INVITATION

Cycle-mania sweeps Montreal 7th Bicycle Show Expodium

Montreal, February 10, 2009 – From February 20 to 22, 2009, the 7th Bicycle Show Expodium will take place at Place Bonaventure in Montreal. The show, an absolute must for all cycle enthusiasts, is a great way to shake off the winter blues and start planning your summer leisure and sports activities.

Here are a few new features at this year's Show:

- Official launch of the membership drive for BIXI, the brand new public bike system available to Montrealers starting in spring 2009.
- First Canadian public unveiling of Shimano's multiple award-winning electronic derailleur. This new technological device is the result of unprecedented progress and represents the future of bicycle components.
- Presentation of Argon 18's E-114 cycle, winner of the coveted Eurobike Award in the "Speed Bike" category.
- The launch of many products designed and made in Quebec, including Propulsion, a new dorsal support device created to fit most saddles, providing adequate, effective support during climbs, and Kargoo, a bicycle cargo trailer specially made for cycle touring.
- The new Polar CS600X training computer with route-positioning functionality.
- Official unveiling of the new Boutique Concept Guru, a high-end bike manufacturer in the Montreal area.
- For the first time at the Show, many regions of Ontario will be on-site to present their most beautiful cycling circuits.
- Many new regions from Quebec, including Quebec City, Manicouagan (Véloroute des baleines) and Shawinigan will be represented.

In addition to discovering the new 2009 cycle collections from major manufacturers like *Kuota*, *Look*, *Opus*, *Devinci*, *Giant*, to name a few, visitors can learn more about special cycling apparel from well-known brands such as *Louis Garneau*, *Pearl Izumi*, *Sugoi* and *Nalini*.

Not to miss

During the opening ceremony on February 20, at 1 pm, the following public figures will be speaking:

- Jan P. Dubé, President of Expodium International Inc. and Show promoter
- A representative from Swiss International Air Lines
- André Lavallée, Mayor of the Rosemont burrough and responsible for urban planning and public transport (BIXI system)
- Catherine Dupont, Executive Director of Canal Évasion
- Suzanne Lareau, President and Executive Director of Vélo Québec
- Louis Barbeau, Executive Director, Fédération québécoise des sports cyclistes
- Eric Fournier, Executive Director of Tourisme Montérégie

Finally, this 7th Bicycle Show Expodium is intended for all outdoor, cycling and touring enthusiasts, beginners and pros alike. Families are welcome on Sunday, when admission will be free for children under 12 accompanied by a parent. The Show is presented in collaboration with Swiss, BIXI, La Presse, Évasion, Vélo Mag and the FQSC.

For a complete list of exhibitors and for rates information, please visit www.expodium.ca.

7^e Bicycle Show Expodium **from February 20 to 22, 2009** **800, De La Gauchetière W. Montreal**

Friday, February 20 from 12 pm to 9 pm / Saturday, February 21 from 10 am to 7 pm / Sunday, February 22 from 10 am to 5 pm

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