



**FOR IMMEDIATE RELEASE**

**NEW BIKE-TO-WORK PROJECT OPENED TODAY IN WILMINGTON (DELAWARE)**

***Wilmington Delaware (USA), June, 25 2010***

The Bike Boutique Holding announces today the opening of its innovative bikeLodging™ services in Wilmington (DE) as the first of this locations in the US market.

Today Friday the 25<sup>th</sup> of June (5:30pm), The Bike Boutique located in Wilmington (DE) opens its doors to the public and will have Governor of Delaware Jack Markell and Mayor of Wilmington James Baker as the official guests of honor who will perform the ribbon cutting to celebrate the Grand Opening of The Bike Boutique in down town Wilmington.

“As people’s lives grow increasingly busy, it can be hard to find time to get in a workout, despite the clear health benefits,” **Governor Markell** said. “Making it easier for people to exercise on their way to work and be ready to work when they arrive makes tremendous sense.”

The Bike Boutique will be the very first true bike lifestyle store in Wilmington and it will introduce a very unique service called bikeLodging™ that will make bike commuting into Wilmington so convenient that it is irresistible.

“We are thrilled to welcome The Bike Boutique to Wilmington,” said **Mayor James M. Baker**. “Our city has been working hard in recent years to develop green initiatives and engage our residents and city workforce in ways they can help reduce Wilmington’s carbon footprint. The Bike Boutique, by offering bikelodging™, shower facilities and other services, is assisting the city in our greening efforts by making it easier than ever for commuters to reduce their reliance upon automobiles and non-renewable sources of energy.”

***bikeLodging™***

This new service provides a ‘spa-like’ service for office workers to ride their bike from home into the Wilmington city center, park their bike in a safe environment and use first class shower facilities while their breakfast is prepared just before they walk to the office.

This service is already operational in other locations around the world such as Melbourne (Australia), Singapore and Germany. The Bike Boutique Wilmington is the very first location in the USA where these bikeLodging™ services will be introduced. Many cities around the world are currently reviewing the implementation of the bikeLodging™ service as a relative cheap infrastructure and service offering to make biking to work easier and more fun.

The Bike Boutique strongly believes this new and innovative service provides office workers a wonderful opportunity to ride their bike to work while combining a daily cardio vascular exercise and their home office commute. Commuting to work can also lessen the carbon footprint and its effect on the environment when people leave their car at home 1 or 2 days a week and bike to work, all while saving some money.

***bikeLodging™ for a better environment***

Each year the auto commuter spends an average of 50 hours stuck in traffic. This costs the US more than \$63 billion in low productivity and wasted fuel.

Some facts that clearly demonstrate bicycling is a solution\*:

- 40% of all US car trips are two miles or less.
- 60% of a car's emissions are created in the first few minutes of operations.
- The average person loses 13 lbs during their first year commuting by bike.
- Just 3 hours of biking per week can reduce your risk of heart disease by 50%.
- Increasing cycling from 1% to 1.5% of all trips would save the US 462 million gallons of fuel per year.
- In 10 miles bicyclists save roughly \$7.50 and reduce their carbon output by a ¼ pound.

\*Note: facts obtained from Bikes Belong.

### ***The Bike Boutique Wilmington customer offering***

Other than the unique bikeLodging™ services, our customers can enjoy world class **bike fitting services** based on the Retul system from the US, which will offer cyclists of every level a unique fit to their bikes. The **TBB lounge** forms the clubhouse of an entire range of teamTBB training and coaching services complimented soon with teamTBB training camp services delivered by teamTBB coach Mac Weymouth. TBB Wilmington will offer its superior **bike services** with total care for both the rider and its bike. As expected from The Bike Boutique, a narrow **range of retail products** based on a select few world-class bike brands such as Cervélo, Fuji, Breezer, Titus and Pashley will be offered to the beginner and high-end athlete. A wide range of accessories and apparel products from Louis Garneau and Blueseventy will nicely complement the lifestyle and retail services offered.

Mac Weymouth, President of The Bike Boutique Wilmington LLC comments on the opening of this new TBB Store "We came to the heart of Wilmington to offer a new lifestyle alternative. One that gets us out of our cars and onto our bikes headed to work. Our actions say we care about the environment, our health and that individually we take responsibility to do the right thing - collectively we make a difference. We want people to feel like this is their clubhouse, a place to meet, redefine what's possible and bring discovery into their daily lives. Whether it's chasing the setting sun on a late return commute, training for your first Ironman or simply feeling like a kid again with the wind in our faces, we make life better two wheels at a time."

Randy Inglis, General Manager explains the unique retail proposition of The Bike Boutique "While providing a superior customer service and retail experience, TBB also incorporates services such as coaching, spinning, bikefitting as well as supporting the bike-to-work movement with its unique bikeLodging™ services."

Alex Bok, Managing Director of TBB Holding on this new store opening "The Bike Boutique Holding is excited to enter the American market and to launch our unique bikeLodging™ services, particularly in such a historical building directly in the center of Wilmington. We believe the push from both the private and public sector is stronger than ever to see people bike to work. We wish the new management team in Wilmington much success at the start of their TBB journey in their beautiful new store."

The Grand Opening activities will be celebrated on Friday the 25th of June from 5:30pm – 8pm at the new TBB store location at The Nemours Building, 1007 North Orange Street, Wilmington in Delaware.

### **About The Bike Boutique**

The Bike Boutique is reinventing the bike retail industry around the world with its unique bike lifestyle stores and the bikeLodging™ services that make bike commuting so convenient, it's irresistible. TBB stores are currently available in Singapore, Malaysia, Philippines, Australia, Germany and now also in the USA. More store openings are expected soon in Japan, Thailand, China and Switzerland. The Bike Boutique also fronts the world's leading triathlon team called teamTBB.

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