



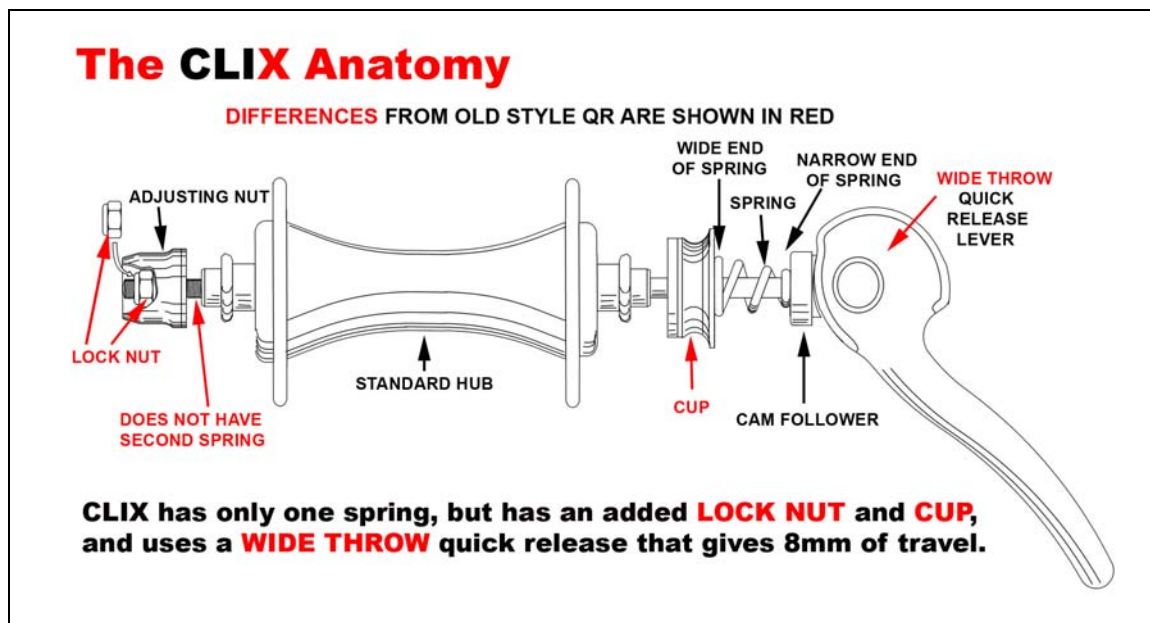
FOR IMMEDIATE RELEASE

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NEW QUICK RELEASE GAINING POPULARITY

CAMBRIDGE, MA – CLIX Wheel Release Systems™ announced a revolutionary new wheel release system, called CLIX™. For the first time ever, riders are able to install and lock their front wheel with no cam adjustment, and with only one hand.



The traditional quick release was invented in 1927 and is a safe and effective system when operated correctly. However, correct operation is not inherently obvious to all riders. The problem can occur when the rider spins the quick release lever like a 'wing nut' until it is tightened, rather than operating it properly like a quick release cam. This gives the impression that the wheel is safely fastened when it is not. With the new CLIX system, the rider does not need to tighten the system by turning it. The rider simply closes the lever in one motion.

The C.E.O. of Pacific Cycle, North America's largest bicycle company, states that CLIX's is "... the greatest advance in wheel removal and retention the bicycle industry has seen since the invention of the traditional quick release system." CLIX is now being shipped to dealers worldwide. The award winning CLIX™ system is designed to make the front wheel quick release easier, and more intuitive to use. Riders can now remove the front wheel with one hand - with no spinning of the adjustment nut. Jonathan Vandenberg, Sales Manager, states "There will be a very short learning curve for retailers and cyclist because the CLIX system is very similar in design from traditional quick releases."

Once the dealer has properly adjusted CLIX, no quick release adjustment is required each time the wheel is removed and installed. There are worldwide patents pending on the CLIX system.

CLIX Wheel Release Systems is based in Cambridge, Massachusetts and is dedicated to advancing cycling through the development of inventive technologies that provide its customers with an unprecedented combination of performance and convenience. Visit www.clixqr.com or call toll free 1-800-736-5348 for more information.
