



NEWS RELEASE

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Pacific Cycle and Montague Inventive Technologies Partner to Offer Improved Quick-Release Wheel System

New quick-release design provides more safety, efficiency

MADISON, Wis. – January 30, 2006 – Pacific Cycle Inc.[™] announced today that it has partnered with Montague Inventive Technologies[™] and will begin installing the Montague Wheel Fastening System[™] to the majority of Pacific's 2007MY Schwinn[®], GT[®] and Mongoose[®] bicycles in the IBD, Sporting Goods and Mass distribution channels.

“I think the Montague System is the greatest advance in wheel removal and retention that the bicycle industry has seen since the invention of the traditional quick release system,” said Pacific Cycle CEO Chris Hornung. “We believe the Montague System will prove to be easier, safer and more convenient than any system currently on the market and we’ll install it on our bikes to provide superior safety and convenience to our customers.”

Pacific Cycle, the leading bicycle supplier in the U.S. and a Dorel Industries Inc.[®] company (TSX: DII.SV, DII.MV; NASDAQ: DIIB), is the first bicycle supplier to adopt the Montague System, developed by Montague Inventive Technologies of Cambridge, Mass.

“The method of installing wheels on bicycles hasn’t changed much since the 1920s,” said David Montague, President of Montague Corporation. “The new Montague System lets the cyclist remove a front wheel using only one hand and then simply click it back into place on the bike.”

The Montague System looks like a conventional quick-release system, but it automatically clicks the wheel into the fork and simultaneously locks it into place. This eliminates the awkward operation of the traditional quick-release system, and allows the rider to adjust, secure, or remove the wheel with one hand.

“The safety of our customers is always our top concern,” said Jeff Frehner, Pacific’s President and Chief Operating Officer. “Existing quick-release designs are safe and effective, but the Montague System goes a step further by reducing the potential for human error. The Montague System is a simple solution that helps make bicycles safer and easier to use.”

Montague Inventive Technologies, based in Cambridge, Massachusetts, is a company of bicycling enthusiasts dedicated to advancing cycling through the development of innovative technologies that provide an unprecedented combination of performance and convenience.

Pacific Cycle, a division of Dorel Industries Inc., owns GT Bicycles and is the leading supplier of quality bicycles in North America. The company designs, markets and imports a full range of bicycles and recreation products under the brand names of Schwinn, GT, Mongoose, Powerlite, Pacific, InSTEP, Pacific Outdoors, Roadmaster and Dyno. Pacific Cycle is headquartered in Madison, Wisconsin with offices in Olney, Illinois and Lake Forest, California. The company has distribution centers in Olney, Illinois, and Vacaville, California.

About Dorel

Dorel is a global consumer products company which designs, manufactures or sources, markets and distributes a diverse portfolio of powerful product brands, marketed through its Juvenile, Home Furnishings, and Recreational/Leisure segments. U.S. operations include the Dorel Juvenile Group USA, which incorporates the Cosco and Safety 1st brands; Ameriwood Industries, Cosco Home & Office; and Pacific Cycle, which includes the Schwinn, Mongoose, GT, InSTEP and Roadmaster brands. In Canada, Dorel operates Dorel Juvenile Group Canada, Ridgewood Industries and Dorel Home Products. The Dorel Juvenile Group Europe carries out activities throughout Europe, under the Maxi-Cosi, Quinny, Safety 1st, Bébé Confort, Babidéal, MonBébé and Baby Relax brands. Dorel Asia sources and imports home furnishings. Dorel employs approximately 5,000 people in 14 countries. 2004 sales were US\$1.7 billion.

Dorel Industries Inc. is listed on the Toronto Stock Exchange under the symbols DII.MV and DII.SV in Canada and on the NASDAQ Exchange under the symbol DIIB.

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