



26 Oct 09

Bicycle Retailer & Industry News

Dear Marc & Company,

We took note of a posting on your website today relative to the sale of a pair of Sidi Ergo 2 cycling shoes at this past weekend's VeloSwap (see copy of posting below). As the U.S. subsidiary of Sidi Sport S.r.l., we were not surprised to read that the most expensive shoes ever sold at a VeloSwap® were a pair of our top-of-the-line Ergo 2's. Much like a Prada handbag, Sidi cycling shoes wear extremely well, and they are coveted enough that even a fashionista such as Felix McGowan, can clear his closet each year by selling his gently worn Sidi Shoes in order to make room for next year's collection.

We were surprised, however, to see the Sidi shoes identified as "Ferrari® Red", instead of their actual color, Red Vernice. Ferrari® is a registered trademark of Ferrari S.p.A. with whom we do not have a license agreement. So, although we are honoured to be known as the "Ferrari®" of cycling shoes, we must make it clear that there is no such thing as a Ferrari® branded Sidi Cycling Shoe.

Grazie,

A handwritten signature in blue ink, appearing to read "Al Budris".

Al Budris

President

Sidi America, Inc.

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P.S. We would love to give the lucky Buyer a pair of our limited edition 50th anniversary DeFeet socks if he can provide proof of purchase of Felix's shoes.

"Felix McGowan, former owner of Inside Communications, sold purportedly the most expensive pair of shoes ever purchased at VeloSwap, at 10:27 a.m., Saturday October 24 in Denver, Colorado, a pair of Ferrari Red Sidi Ergo 2 Carbon, size 44, for \$150. A member of the throng gathered to witness the historic event described McGowan as "ecstatic" over the record-breaking sale.

(Photo by Ray Keener)"