

## **Serotta, Blue Competition Cycles and Mad Fiber Wheels Consolidate Under Common Ownership**

NEW YORK, NY (June 19, 2013) - The owners of Serotta, Blue Competition Cycles (BCC) and Mad Fiber Wheels announced today that the three companies have consolidated under Divine Cycling Group, Inc. (DCG).

DCG founder Gary Ullman said of the strategy behind the merger, "Collectively, these companies bring together manufacturing expertise across materials and product categories and extensive aerodynamics expertise. They combine American manufacturing knowledge with significant experience operating in Taiwan and elsewhere in Asia. The three businesses' sales forces cover all major cycling markets, and utilize the best combinations of traditional distributors, dedicated sales offices, trading partners and representatives. And they are now brought together under a board that has world class experience in acquisition and strategic integration such that they will be able to better attract investment, more rapidly grow product lines and profitability, and benefit from combined strengths while maintaining individual brand identities under their current management teams. This, as DCG Inc continues its commitment to growth through acquisition and further builds the company." Each company will maintain its current production facilities.

Serotta, founded in 1972 by industry icon Ben Serotta, has a proud history of completely designing, engineering and producing every part of its marquee bicycle frames and forks. While the main offerings of Serotta have been and continue to be in the custom-bike segment, the company recently launched several standard geometry stock models. Serotta crafts titanium, carbon and titanium-carbon bicycles.

Blue Competition Cycles designs and builds world-class complete bicycles and framesets capable of giving elite athletes a competitive advantage, but which are also available to amateur athletes or serious enthusiasts. Along with other attributes, BCC's bikes are known for their ground-breaking aerodynamic features, developed in large part by wind-tunnel expert Mike Giraud. BCC is headed by CEO Steven Harad, who has significant industry and consolidation experience.

Mad Fiber, founded by one of the industry's leading wheel experts, Ric Hjertberg, and Max Kismarton, a Senior Fellow at Boeing, has replaced the traditional wheel – a structure comprised of dozens of individual parts – with a one-piece tensioned carbon structure. Applying composites engineering principles from the aerospace industry, the Mad Fiber team has built an amazingly strong, aerodynamically slick and incredibly light carbon wheel set that can satisfy the needs of the most demanding professional, and they have made it available to cycling enthusiasts the world over.

DCG was formed in 2012 with the singular goal of consolidating cycling and other sport or recreation-focused companies that have strong individual brands and which offer products that are well-regarded within their respective industry segments. As a result of the transaction, BCC and Serotta shareholders will become shareholders in DCG and be represented on the Board of DCG.

The terms of the deal were not disclosed.

For media inquiries, please contact Jasen Thorpe, [Jasen@DivineCycling.com](mailto:Jasen@DivineCycling.com), 714-343-5915