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Veltec Adds 30 Year Veteran To New England Sales Team

Steve Marcus Will Rep All Six of the Distributor's Brands

BOULDER, CO (January 13, 2010) – Veltec Sports, a leading marketer and distributor of some of cycling's best-known brands, announces Steve Marcus as its New England sales representative. Marcus, like Veltec, has an over thirty-year presence in the bicycle industry and an impeccable reputation among dealers for quality of service.

"I am very excited for the opportunity to work with Veltec," Marcus said. "The mix of brands with heritage like Descente and Enervit compliment newer brands like Shebeest and Prologo. I'm looking forward to serving my retailers with Veltec's diverse product offerings," Marcus added.

Veltec is known for distributing some of the industry's finest brands including Descente and Shebeest apparel, as well as Prologo saddles. Brands with an international presence and history for promoting health and sustainability, like Italy's Enervit nutrition and Dutch tire company Vredestein, give Veltec's roster a perfect blend of proven quality and leading innovation.

As distributor of women's-only brand Shebeest, Veltec is committed to encouraging and supporting women in cycling. Marcus has also been a force in promoting women in the bicycle business since the 1970's.

Pat Miller, owner of North Star Sports in Vermont, credits Marcus for her early success. "As one of the few women in the bike business 25 years ago, Steve always treated me with respect even though my shop at the time was the size of a garage," Miller said. "His respect gave me the encouragement I needed to be a better business person," she added.

Marcus' sales territory includes Massachusetts, Maine, Rhode Island, Vermont, New Hampshire, and Connecticut, and he is a representative of all six Veltec brands: Descente, Lake, Shebeest, Prologo, Vredestein, and Enervit.

Marcus can be reached by e-mail at: sfmsales@comcast.net

About Veltec Sports

Since 1984, Veltec Sports has been centered on a successful brand family in both Europe and North America. Veltec's North American brand portfolio includes LAKE cycling shoes, Descente cycling apparel, Shebeest women's cycling apparel, Prologo performance saddles, Vredestein tires and Enervit endurance nutrition products. Veltec is committed to core cyclists and their

passion for riding and living a healthy and sustainable lifestyle.
www.veltecsports.com.