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Veltec Sports Expands Retail Options and Consumer Convenience With Shopatron Partnership

Boulder, COLO. (March 11, 2010) – Consumers are now able to shop online for all of the iconic cycling brands in the Veltec Sports family. Veltec has partnered with Shopatron to sell Descente, Shebeest, Lake, Prologo, Enervit, and Vredestein from each brands' website. The Veltec-Shopatron partnership meets consumer needs for convenient and efficient, "24/7" shopping, while driving sales for retailer partners.

Through Shopatron, Veltec Sports provides an online infrastructure and technical support for each branded e-commerce site, but does not sell directly to consumers. Veltec's retail partners conduct the sale and receive the revenue, increasing sales of in-stock merchandise and facilitating higher sell-through. For consumers, the Shopatron system offers a seamless, online buying experience, with the option to have goods shipped to their home or picked up locally. The Shopatron model has proven its mettle with over 700 partnering brands, overall.

"Since 1984, our brands have maintained their position as industry leaders through innovation and technological leadership," said Manfred Krikke, CEO of Veltec Sports. "We're thrilled to extend that technological leadership to the retail arena by providing business growth opportunities for our dealer partners and the highest level of customer service in the industry."

Retailer participation in Shopatron's service is free of charge. Enrollment only requires a simple series of steps to begin the online selling process. Consumers can search for goods either through each brand's website or through the Veltec home site. Every brand in the Veltec family is linked on the sidebar of each of the individual sites, presenting more sales opportunities for retailers who carry multiple brands. Comprehensive product offerings on each site, with photos and descriptions of in-season collections, will be maintained by Veltec.

For those interested in becoming an authorized Veltec dealer and who would like to participate in the Shopatron program, please contact your Veltec sales representative. Veltec's portfolio of complementary brands opens up new opportunities for retailers looking to sell each component of a cyclist's closet and garage under "one roof": shoes, apparel, tires, nutrition, and saddles.

See all of Veltec's product offerings here: <http://www.veltecsports.com>

About Veltec Sports

Since 1984, Veltec Sports has thrived on bringing industry leading brands to customers in Europe and North America. Veltec's Boulder, Colo.-based portfolio consists of brands with heritage in cycling and a passion for triathlon and running including Descente and Shebeest apparel, Lake shoes, Prologo performance saddles, Vredestein tires and Enervit endurance nutrition. Veltec is committed to supporting athletic passion and for promoting a healthy and sustainable lifestyle. www.veltecsports.com and @VeltecSports on Twitter.

