

Primal Wear Signs on as Gold Sponsor of the National Interscholastic Cycling Association

More than \$300,000 worth of custom cycling jerseys to be provided to high school racers over three-year sponsorship

DENVER – January 18, 2011 – Primal Wear, a leading designer and manufacturer of branded and custom technical cycling apparel, today announced it will be a Gold Sponsor of the National Interscholastic Cycling Association (NICA), the nation's governing body for high school mountain bike racing.

Primal will provide more than \$300,000 worth of custom cycling jerseys as Berkeley, Calif.-based NICA seeks to expand its program from six leagues to 11 over the next three years.

“As we work toward expanding mountain bike racing among grades 9-12 across America, having Primal top-quality jerseys displaying our message is a huge asset,” said Gary Boulanger, who oversees communications and league development for NICA. “Primal's long history in the industry providing technical cycling apparel, combined with their strong design and marketing sense, will go a long way in helping us support young athletes and grow the sport.”

Primal will provide NICA and its teams 5,200 jerseys each year for the next three years. A major part of the support is working with each of the league's individual teams developing jersey designs they are proud to race in, and managing production and delivery as the league grows. Primal will also design and provide the leader's jerseys for the leagues race series.

“NICA's amazing student-athletes represent the future of competitive mountain biking and we are honored to help them as they work toward their racing goals,” said Dave Edwards, Primal Wear founder and CEO. “We hope our contribution will help expand youth racing across the country.”

In addition to supplying jerseys for youth racers, Primal Wear will also collaborate with NICA in research and development for new products aimed at better serving young riders.

For more information about the National Interscholastic Cycling Association, go to www.nationalmtb.org, and for more information on Primal Wear, go to www.primalwear.com.

About National Interscholastic Cycling Association

The National Interscholastic Cycling Association is a Berkeley, Calif.-based non-profit organization dedicated to promoting and governing mountain bike racing for students across the country in grades 9-12. Launched in 2009, the organization now oversees racing leagues in Northern and Southern California as well as in Colorado, Texas, Washington and Minnesota. More information can be found at www.nationalmtb.org or by calling 510.524.5464.

About Primal Wear

Primal Wear, founded in 1992 by avid cyclists, manufactures highly technical and authentic cycling apparel and some of the most recognizable jerseys in the world. Primal (www.primalwear.com) has stayed true to its grassroots culture while steadily growing its customer base by providing branded and custom clothing to hundreds of thousands of cyclists every year from around the globe. As a company of die-hard cyclists committed to improving the sport, and designers dedicated to innovation and creativity, Primal keeps in touch with the soul of the sport and its business.

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