

Primal Wear Hosts Open House to Introduce New Headquarters

More than 200 show up to see apparel-maker's
new home off popular Denver trail

DENVER - July 18, 2011 - Cycling teams, advocacy groups, organizations and friends and partners of Primal Wear celebrated the opening of the company's new headquarters on Thursday, July 14, with an open house event showcasing one of the most recognizable brands in cycling.

Primal moved into a new 8,800+ square foot facility in late March, increasing its office and warehouse space to accommodate the enormous growth the company has experienced as its custom and inline apparel divisions have expanded.

"To have so many of our customers and partners - whether retailers, advocacy groups, charitable organizations, cycling clubs and race teams - here with us for this event is a very special thing," said Primal founder and President Dave Edwards. "Primal is almost 20 years old and it's exciting to see so many of those relationships formed over the years represented here tonight."

The open house attendees included many of Primal's sponsored teams from across Colorado and also featured speakers representing the American Diabetes Association, Trips for Kids and the National Interscholastic Cycling Association. The event was held with the help of MapMyRIDE, FirstBank, Shane Co., McDonald Audi, Boulder Beer, Left Hand Brewery and Twisted Pine Brewing.

During the event, donations were collected for Trips for Kids and a portion of the proceeds of all sales went to the organization. Raffle items were also given away, including a 10-piece custom kit.

Primal's new offices at 7770 Cherry Creek South Drive, Suite 106, are just steps away from Denver's Cherry Creek Trail, a portion of which Primal has adopted to ensure its upkeep.

For more information about Primal, visit www.primalwear.com.

Photo: A packed house fills Primal Wear's new office space during an open house on July 14. Photo credit: Primal Wear

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 Wear (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 Wear keeps in touch with the soul of the sport and its business.

#

MEDIA CONTACTS:

Alex Strickland SOAR Communications, Ph: 801.656.0472 x3 / C: 801.742.1414,
astrickland@soarcomm.com

Chip Smith, SOAR Communications, Ph: 801.656.0472 x1 / C: 801.597.7515,
csmith@soarcomm.com