

Primal Wear is the Official Provider of Cycling Apparel for the U.S. Handcycling Federation

Company to provide specially designed, highly technical jerseys specifically for handcyclists

Denver, Colo. – Sept. 9, 2010 – Primal Wear, a leading designer and manufacturer of branded and custom technical cycling apparel, today announced it will be the official cycling apparel provider to the U.S. Handcycling Federation, a non-profit organization that creates integrated cycling opportunities for wheelchair users and athletes with lower-mobility impairments.

U.S. Handcycling has 22 member organizations with 600 athletes and runs several programs, including the 20-event U.S. Handcycling National Series, Paralyzed Veteran's of America (PVA) Handcycling Program and Grassroots Clinics and Paralympic Development Camps.

"It's exciting to work with a company that is willing to develop products for handcyclists," said Ian Lawless, executive director for U.S. Handcycling. "Handcyclists typically have larger upper bodies and need more range of motion in a cycling jersey. Besides developing graphic designs for our member organizations and events, Primal Wear is going to work with us in developing highly technical jerseys with different cuts, elastics and fabrics that meet the needs of our athletes."

Under the three-year agreement, Primal Wear will be the "Official Cycling Apparel Provider" to the U.S. Handcycling Federation and its member organizations. One of the first projects under the agreement is a custom jersey for the Roger C. Peace Hospital - Rehabilitation U.S. Handcycling Championships, scheduled to take place September 18-19, 2010 in Greenville, South Carolina. Jerseys are available for purchase from the USHF Online Store.

"This is going to be a fun new challenge for us," said Dave Edwards, Primal Wear founder and CEO. "We are always looking for new cuts and fabrics to help make cyclists more comfortable. With handcyclists, we get to look a little outside of the box, look at things from another athlete's perspective and develop a very unique product. We're looking forward to working with U.S. Handcycling."

In addition to its support for U.S. Handcycling, Primal Wear is a proud supporter of American Diabetes Association, Bikes Belong, peopleforbikes.org, The Children's Hospital (Downtown Denver) and Trips for Kids International.

For more information about the U.S. Handcycling Federation, go to ushandcycling.org and for more information about Primal Wear, go to primalwear.com.

About U.S. Handcycling

Founded in 1999, U.S. Handcycling is Colorado 501(c)3, nonprofit association of individuals and organizations that creates integrated cycling opportunities for wheelchair users and athletes with lower mobility impairments. Programs are offered for civilians as well as veterans with disabilities and members of the U.S. Armed Forces. The organization works with cycling event promoters to foster inclusion of athletes with and without disabilities together at cycling competitions.

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 Contact:

For Primal Wear - Chip Smith, SOAR Communications, 801.656.0472 x1/801.597.7515 (cell), csmith@soarcomm.com