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Safety, Health and Environment: A topic that Finish Line takes *VERY* Seriously

"Develop premium quality and performance-enhancing bicycle lubricants. Formulate them with ingredients that respect the environment. Package them in containers that are easy to use and easy to recycle. Market them honestly. Price them fairly." In 1988, this was the mission statement upon which Finish Line was launched.

To this day, this mission statement defines and guides Finish Line. Recently, a number of bicycle dealers asked Finish Line to speak about the product stewardship efforts and commitments the company has made concerning the *environment*. Understandably, sustainability of the environment is and should be a top priority for every human being. Finish Line is extremely proud of the efforts it has made in this regard. The following highlight some of the decisions we have made over the years...

1988: Finish Line's first product, Teflon® Plus, uses 100% recyclable aluminum cans, non-toxic and biodegradable synthetic oils, and CFC-free propellant. Finish Line has gone on to make many other aerosols, and none use CFC's.

1990: Finish Line offers its Teflon® lubricant in a refillable and fully recyclable (#2) high density polyethylene bottle. This same year, the company develops a 100% biodegradable non-toxic degreaser made from fluids that are distilled from orange peels. The incredible power of this product, Finish Line Citrus Degreaser, changes the way bicycle chains are degreased.

1992: Finish Line introduces Cross Country, a fully synthetic non-toxic lubricant that is 'highly degradable', just missing the 28 day degradation standard in order to be called 'biodegradable'.

1993: Finish Line develops a line of petroleum-free and fully non-toxic Shock Oils. This same year, Finish Line introduces a non-toxic synthetic grease which quickly becomes the grease of choice in mountain biking.

1995: Finish Line develops a second degreaser called EcoTech. This 100% biodegradable degreaser is not as aggressive on plastic and gaskets as Finish Line's Citrus degreaser.

1998: Finish Line starts the process of integrating child resistant caps to its product range.

2000: Finish Line introduces a 100% biodegradable and non-toxic Bike Wash. The USA's first Bike Wash is packaged in highly recyclable PET plastic (#1) and uses a pump sprayer.

2004: Finish Line's R&D efforts involving renewable solvents, derived from soybeans, is completed. This new technology is utilized in EcoTech-2 degreaser. (Which obsoletes the original EcoTech). As a side benefit, the soy-solvent increases the strength of EcoTech without affecting its compatibility with plastic and rubber.

2006: Finish Line develops a new line of separate-and-recycle clam shell packages for its chain cleaners and assorted dry goods. The packaging is made from highly recyclable PET plastic (#1). Blisters that are Heat sealed to cardboard (and therefore hard to recycle) are no longer used by Finish Line.

2007: Finish Line's 2 year R&D project innovating with ceramic technologies (using non-toxic boron nitride) is completed. The company introduces its first ceramic lubricant, Pro Road. The fully synthetic base oils in Pro road are crystal clear and non-toxic, and meet the 'highly-degradable' designation for biodegradability.

Finish Line's commitment to the environment has remained consistent for its entire 19 years of existence. All of our products use ingredients that are either non-toxic or highly degradable / biodegradable or both. All products use recyclable packaging that meet both EU and US recyclability standards. Our R&D efforts are ongoing and most involve the study of base oils and cleaning solvents that are biodegradable and/or derived from renewable resources. That being said, our commitment to performance will not allow us to rush products to market that do not perform at levels that meet the requirements of competitive cyclists.