



FINISH LINE TECHNOLOGIES, INC.

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Finish Line Technologies Appoints Outdoor Gear Canada Its Exclusive Canadian Distributor

Bay Shore, NY (July 31, 2009)--Finish Line Technologies, a leading manufacturer of premium bicycle lubricants and care products, has appointed Outdoor Gear Canada (OGC) as its exclusive Canadian distributor. Through an agreement effective September 10, 2009, OGC will assist with the launch of Finish Line Ceramic Wet™ Lube and Finish Line Ceramic Wax Lube—the first lubricants to incorporate nano-ceramic technology for extra durability and extremely low friction. OGC also will offer Finish Line's complete product line that includes a bike wash, chain cleaner, and a wide variety of specialized lubricants that improve the performance and extend the life of a bicycle's drive train.

"OGC is known for bringing top-quality cycling products to the marketplace," said Finish Line President Hank Krause, who founded the company in 1988. "This partnership will help us introduce new riders to the performance benefits of proper bike maintenance. Working with OGC, we hope to educate cyclists about our new lubricant formulas and how to choose the best product for their equipment based on their riding style and environmental conditions."

Finish Line enjoys a leading market position in over 35 countries and has been a leading bicycle care brand in Canada since 2001.

According to Krause, "We believe OGC will do a great job explaining to bicycle dealers how our product line can become a significant revenue stream within their shops. People need degreasers, lubricants and bicycle care products much more often than they need a new bike. In addition to generating profits on their

own, our products create customer loyalty and bring people back to the store on a regular basis. We are excited to have OGC's help getting that message out."

OGC is headquartered in Montreal and has warehouses/service centres in Montreal and Vancouver. OGC is the premier supplier of category-leading bicycle products in Canada and is the exclusive Canadian distributor for Easton Bell Sports (Bell, Blackburn, Easton, Giro), Camelbak, Fox Racing Shox, Kryptonite, Mavic, Opus, Ora, Profile, Saris Cycling Group, Speedplay and Vittoria.

"Finish Line is an acknowledged industry leader in bicycle care products," said Rob White, OGC's vice president, sales. "We're pleased and proud to add them to our roster of category-leading brands."

In a related move, Finish Line announced that its wholly-owned subsidiary, White Lightning Company, will also make OGC its exclusive distributor in Canada. White Lightning's "Clean Ride" is a self-cleaning lubricant rated the number one selling bicycle lubricant sku in the US. Recently, White Lightning expanded its range. With the help of OGC, White Lightning looks forward to introducing its unique niche-like brand of products to a wider array of dealers in Canada.

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NOTE TO EDITORS: H. Krause available for interviews. Contact Liz Vogel, 631-741-7700 or via email at liz@lizvogel.com.