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Finish Line Introduces High Performance Ceramic Grease

Bay Shore, NY (September, 2009)—Riders seeking to squeeze every bit of performance possible from their bicycles can use a new ceramic grease from Finish Line Technologies. Finish Line Ceramic Grease is a highly durable patented compound that holds up to pressure better, has a higher load-bearing capacity and improved anti-wear properties. It prevents surface-to-surface contact and scuffing in both conventional steel bearings and ceramic bearings where it delivers unmatched low-friction lubrication. That means bearings will last longer, perform more smoothly and run more quietly. Finish Line Ceramic Grease is also highly hydrophobic, which means it will not wash out or emulsify—even in bicycles that have been exposed to salt water.

For cyclists with advanced chemistry degrees, the formula is composed of nano (sub-micron) ceramic particles, DuPont fluoropolymer and premium non-toxic synthetic oils. The nano-ceramic particles reinforce the fluoropolymers, creating a grease that satisfies the most discerning cyclists in both on-road and off-road competition. This technology is so unique that it has been awarded a US patent.

Those bearings are hiding out in crucial parts of the bicycle—the front and rear wheel hubs, the bottom bracket where an axle connects the pedal cranks, the pedals, and the head set where handle bars are allowed to turn. But Finish Line Ceramic Grease also can be used as an anti-seize assembly grease on seat posts, handle bar stems and crank bolts.

The new grease is available in 2-oz tubes tubes (MSRP \$7.99), 1-pound tubs (MSRP \$24.99), and 35-pound pails. Contact Finish Line for current pricing of the larger, "shop" size.

About Finish Line Technologies

Founded in 1988, Finish Line Technologies manufactures more than 20 specialty bicycle lubricants and related maintenance products. The company enjoys a leading market position in over 45 countries. Its products are produced in 12 languages, including Japanese and Chinese. See: www.finishlineusa.com.

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