



Finish Line Technologies, Inc.
1545 Fifth Industrial Court, Bay Shore, NY 11706 USA
mscully@finishlineusa.com

Ph (631) 666-7300 x13 Fax (631) 666-7391

New Pro Care Bucket Kits Have all the Finish Line Supplies to Help Riders Pedal Faster, Smoother and Longer

Bay Shore, NY (September, 2009)— Bicycle care company Finish Line Technologies, Inc., has two new kits that contain equipment and supplies for cleaning and maintaining bicycles. Pro Care Bucket 6.0 (\$49.99) has all of the *essentials* to keep bicycles running and looking like new. Pro Care Bucket 8.0 (\$69.99) delivers *total bicycle care* with more products and *larger sizes* of cleaning and lubricant supplies. Both kits include a durable 2.5 gallon logo'd bucket with a water-tight child resistant lid for safe storage of lubricants, cleaning solvents, brushes, rags, and tools.

The contents of the Pro Care Bucket Kit 6.0 are: 2oz Teflon® Plus DRY Lube, 2oz Cross Country™ WET Lube, 32oz Super Bike Wash™, Grunge Brush, 20oz EchoTech2™ multi-degreaser, water-tight easy-carry scrub bucket and the *Bicycle Maintenance Guide*.

Pro Care Bucket 8.0 has: 8oz Teflon Plus DRY Lube, 4oz Cross Country WET Lube, 32oz Super Bike Wash™, 17oz Speed Clean™ degreaser, Grunge Brush, Scrub Brush, 20oz EchoTech2™ multi-degreaser, water-tight easy-carry scrub bucket and Finish Line's newly revised *Bicycle Maintenance Guide*.

"These kits were created to meet the surge in demand for products that can refurbish and extend the life of bicycles," said Hank Krause, president of Finish Line Technologies. "Interest in cycling is at record levels, but because of the economy, a lot of people are reluctant to buy new bikes right now. Spending on lubricants and other maintenance products is way up as consumers drag older

equipment out of the garage looking for a way to make it last longer and perform better.”

Finish Line Technologies put its best-selling lubricant, Teflon® DRY Lube, into both kits. DRY Lube is a versatile all-weather lubricant for chains, derailleurs, and brake and shifter pivots. DRY Lube is ideal for on- or off-road riding in dry, dusty or dirty conditions. It protects the drivetrain from wear caused by grit and grime. DRY Lube resists water and can be used in wet weather too. It goes on wet, but sets up in a protective, dry, paste-like film. Its ingredients include a Teflon® fluoropolymer and specialized synthetic oils.

The Cross Country WET Lube is for long-distance riding and extreme weather conditions, ideal for 100-plus mile rides, muddy off-road conditions, long rainy commutes, and foggy salt-air coastal climates. WET Lube contains super durable high viscosity synthetic oils, special polymers, molybdenum anti-wear additives, and friction modifiers for extreme endurance and water resistance.

Finish Line’s Super Bike Wash quickly cleans dirt, clay, road grime and chain soils with little or no scrubbing. In addition to five different cleaning agents, Super Bike Wash has rust and oxidation inhibitors that protect metal surfaces and prevent flash rusting. It’s a complex bio-cleaning compound with no soaps, detergents, chlorinated solvents, phosphates, benzenes, or naphthas, that can damage bicycle components or the environment.

The compact bristles of Finish Line’s patented Grunge Brush clean all four sides of a chain. The long bristled end of the brush clean other components like sprockets, derailleurs, crankset, brakes and pedals. The Grunge Brush helps prevent premature chain wear and helps eliminate chain skipping caused by dirt and grunge. It’s the ideal tool to help maintain optimum drivetrain performance.

EcoTech2 is a degreaser that cleans without damage to plastic or rubber components. It’s strong enough for the grimeiest metal parts, yet safe on rubber o-rings and seals, urethane elastomers, and painted surfaces.

Pro Care Bucket 8.0 also contains a large scrub brush and Speed Clean, a fast drying aerosol degreaser that breaks down and removes contaminants from the drivetrain, with no water rinsing and leaving no oily residues.

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.

#

Media Contact: Liz Vogel, Vogel Communications, 631-741-7700 or liz@lizvogel.com