



CANE CREEK CYCLING COMPONENTS ANNOUNCES WORLD BICYCLE RELIEF RESERVE HEADSET

FLETCHER, NC – September 1, 2009 – Cane Creek Cycling Components has developed a limited edition Reserve headset, the sales of which will benefit World Bicycle Relief. Cut from high-grade Stainless steel, serialized to commemorate the limited run of 500 pieces and packaged in a Western Cedar wooden box; this is one unique headset. With the purchase of each beautifully engraved Reserve headset Cane Creek will make a donation directly to World Bicycle Relief, enough to provide 1 bicycle per headset to a person in Africa.

"We believe passionately in the work World Bicycle Relief is doing in Africa" said Jason Grantz, Director of Marketing. "The World Bank has pointed out that improvement in transportation for Africa is vital to economic growth, the health of its people and access to education." Brad Thorne, President says "World Bicycle Relief has shown time and time again how their program is working and changing the lives."

"We greatly value Cane Creek's generous support of our mission," said F.K. Day, president of World Bicycle Relief. "While we enjoy this stunning work of art, the bicycles purchased through this limited edition will save lives and can rewrite the future for a family in the hands of a man, woman or child fighting for their education, livelihood and community."

The headset is cut onsite in Cane Creek's Fletcher, North Carolina factory from American made LDX 2101® Stainless Steel. The intricate laser engraving was designed by headset Design Engineer Jim Morrison. "I could not be prouder of this design and the organization it will benefit" said Morrison.

Only 500 World Bicycle Relief Reserve headsets will be produced. Reservations will be taken beginning September 2, 2009 by contacting Cane Creek at 800-234-2725. Completed headsets will ship to customers December 1, 2009.

About Cane Creek Cycling Components

Cane Creek is among the world's largest producers of headsets for bicycles. Cane Creek serves the entire cycling industry, from independent bicycle dealers to large bike companies such as Trek, Specialized, Giant, Intense, Santa Cruz and Yeti. Cane Creek distributes its products to countries around the world from production facilities in Taiwan, China, and the United States. Sales and marketing is handled by Cane Creek, headquartered in Fletcher, North Carolina.

To learn more about Cane Creek contact (800) 234-2725 or visit www.canecreek.com.

About World Bicycle Relief

World Bicycle Relief is dedicated to providing access to independence and livelihood through The Power of Bicycles®. Simple sustainable mobility is an essential element in disaster assistance and poverty relief, and bicycles empower individuals, their families, and their communities. More information is available at www.worldbicyclerelief.org.