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Pinnacle Bike Tech to Provide Bicycle Tech Support to BBSC Endurance Sports Triathlons for 2013

Pinnacle agrees to support all 8 races that BBSC promotes

LONGMONT, CO., — March 7, 2013 — Pinnacle Bike Tech, a new mobile bike tech company designed to support cyclists at events, today announced a partnership with BBSC Endurance Sports. Pinnacle will provide BBSC athletes with the best possible pre-race and race day bike support available at all eight BBSC triathlons for the 2013 season.

Pinnacle Bike Tech is a complete mobile bike shop specifically designed to support cyclists and triathletes at events. The “shop” utilizes a large trailer for transporting goods and equipment to events, and the trailer also serves as the base of operations for the mechanics and store. Once on-site, bike technical support and replacement parts are among the variety of resources available to competing athletes.

“After working with Pinnacle last year on a couple of events, we understood that their services add real value for our customers,” said Cedric Keppler, BBSC Race Director. “They provide infrastructure along with a professionalism that is rarely seen with bike tech at triathlon events. We look forward to providing our athletes with the best in tech services.”

BBSC’s events will showcase Pinnacle Bike Tech at their expo/registration areas to assist athletes with repairs and any last minute purchases. On race day, Pinnacle will provide neutral tech support to the cyclists on the course.

“We were extremely impressed with BBSC’s level of production at the two races we supported last year,” said Sarah Halliday, Operations Manager, Pinnacle Bike Tech. “When we were looking for events to partner with for the 2013 season, we immediately went to BBSC.”

The BBSC series begins in Nevada on April 20th on the shores of Lake Mead with the RAGE Triathlon.

- Rage, April 20th, Las Vegas, NV
- SG-Tri, May 18th, St. George, UT
- Boulder Sunrise, Tri June 1st, Boulder, CO
- Tri Boulder, June 23rd, Boulder, CO
- Mountain Tropic, July 27th, Garden City, UT
- Boulder Sunset, Tri August 31st, Boulder, CO
- Kokopelli, September 14th, St. George, UT
- Pumpkinman, October 19th, Las Vegas, NV

About BBSC Endurance Sports:

Race with BBSC once and your expectations will be changed forever! Producing the best race experiences in Nevada and Utah since 2007, BBSC offers the most scenic venues, the smoothest, most organized events, and caters to all levels of ability. Plus, our USAT Certified Race Director's top priority is your safety & experience!

About Pinnacle Bike Tech

Pinnacle Bike Tech is a complete mobile bike shop designed to support athletes at events. With the ability to travel with the infrastructure of a standard bike shop, Pinnacle can provide event promoters with a bike support set up. This new venture enables promoters to focus on their events while Pinnacle ensures the quality cycling experience of their athletes. Pinnacle Bike Tech also includes Pinnacle Wheel Rentals, a sub-business that rents high-end carbon fiber aero wheels to triathletes and road cyclists. For more information about Pinnacle Bike Tech and Pinnacle Wheel Rentals, visit:<http://www.pinnaclebiketech.com>

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