

FOR IMMEDIATE RELEASE:

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Transition Bikes Hires New US Dealer Sales Manager

Ferndale, WA – March 30, 2006 -- Rider owned bike company, Transition Bikes announces a new addition to the family. Cameron Burnes will work side by side owners Kyle and Kevin in the Ferndale Shop as the US Dealer Sales Manager. Cam comes to Transition Bikes with a wealth of industry experience having worked for Kona Bikes and independent bike retailers for the past 4 years. "We are very excited to have Cam on board to help take Transition Bikes to the next level. Up till now we have not really solicited dealers, they usually just call us to sell our bikes. Hiring Cam is a big shift for us as we focus on setting up shops across the country, says Kevin Menard, owner of Transition Bikes."

"The growth of Transition Bikes has been incredible the past few years so we really needed another person to help out. Cam will be doing a lot of traveling and riding to seek out shops that are a good fit with our brand. We're not looking for just any shop to put our bikes in, we really want to focus on core shops committed to freeride mountain biking, says Menard."

Once the job was posted that Transition was hiring there were a ton of resumes flying in for the dream job. The lure of working for a small rider owned company just minutes from the North Shore proved to be more than enough incentive for most people. "The final decision was extremely hard as we had some very qualified candidates. In the end Cam rose to the top and we are excited to get him up to speed, says Menard."



Transition Bikes is a rider owned company based out of Ferndale Washington. Started by Kyle Young and Kevin Menard in 2002, Transition Bikes has grown tremendously from a reputation of building solid freeride bikes designed by people that ride day in and day out and know what real riders want. Transition bikes now has six bikes to choose from to meet specific rider's needs as well as a full line of components.

For More information: www.transitionbikes.com
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