

FOR IMMEDIATE USE

Kinetic Cycling Hires New National Sales Manager *Leading Cycling Trainer Company Strengthens Sales Team Due to Demand*

Minneapolis, Min., December 11, 2007 – Kinetic Cycling, the cycling accessories division of Minneapolis based Kurt Manufacturing, has appointed a new National Sales Manager in response to the company's continued growth and climbing sales of Kinetic Cycling trainers.

Pamela Jo Sayler joins Kinetic Cycling from J+B Importers where, as Outside Sales Representative, she managed tradeshow and consumer event functions and a sales territory of almost 150 different cycling retailers from large corporate chains to smaller, independent bike stores. Before J+B, Sayler started Trailhead Cycling and Fitness, an independent bike store with husband Larry, developing the business strategy and learning retail needs of the independent store owner first hand.

"We're thrilled to have Pam on the team," says Paul Carlsen, Division Manager, Kinetic Cycling. "She has both cycling and retail in the blood, plus she's very well connected in the larger bicycling community. She'll be a terrific addition to Kinetic Cycling and really add capacity to our sales team working round the clock to meet demand as our brand and business continue to grow rapidly."

Sayler has also worked as Sales Manager for Len Busch Roses, running a sales team of 18 staff, as National Sales Manager for Printers Plus, an Account Manager for printer parts company, Northtec Inc. She started her love affair with bicycling in 1982 at The Bike Shop in Bismark, ND, Fargo ND and then as Store Manager in the Crystal, MN location.

Sayler graduated from the University of Mary, Bismark, ND where she majored in Communications with minors in Psychology and English and also spent a semester abroad in London interning with the BBC. She is married and lives in Brooklyn Park with her husband and four children.

About Kinetic Cycling (www.kurtkinetic.com)

Kinetic Cycling is a division of Kurt Manufacturing, a \$125 million manufacturing company providing highest quality precision engineered parts to the zero tolerance industries of aviation and automotive among others. Kinetic Cycling designs, manufactures and distributes the world's only leak-proof cycling trainers. Designed and built by people who know about precision and sold through a large network of independent bike stores, Kinetic is the brand for people who demand precision and quality. Kinetic Cycling Trainers provide the most realistic ride experience currently available from a trainer today.