



FOR IMMEDIATE RELEASE

**Bike Nation Unveils its Newly Designed Second Generation “Made in the USA” Bikes;
State-of-the-Art Bike to be used at Bike Share Kiosks in Los Angeles and Long Beach**

September 12, 2012 (Tustin, CA) – Bike Nation, the first major bike share program in the country to be privately funded, unveiled today the unique design and technology behind its Gen 2 “Made in the USA” bikes, to be used at its previously announced bike share programs in Long Beach and Los Angeles. The bikes, made in the USA and to be assembled in Southern California, are chainless and feature active GPS technology and airless tires, helping reduce the need for on-road service. The kiosks are modular, portable, wirelessly connected and solar powered so that monitoring and load balancing is easily managed.

IMAGE OF NEW BIKE DESIGN



“As we continue to grow bike share throughout Southern California and the country it was vitally important to us that we manufacture our bikes in the United States,” said **Derek Fretheim, Bike Nation Chief Operating Officer**. “Bike share programs have had great success in major metropolises around the world and, as an American-based company, we look forward to being an industry leader in providing cost-effective and eco-friendly options to commuters and visitors alike.”

Bike Nation’s kiosks, docks, station platforms and bikes are all manufactured in the United States. The company is supporting and sustaining manufacturing jobs and projects to create 150+ service jobs through 2013.

Bike Nation officially launched the first major bike share program on the West Coast at a community event in Anaheim on July 21. The Orange County-based company is rolling out 10 kiosks and 100 specially



constructed Gen 1 bikes for rental in Anaheim later this month, and intends to grow its Anaheim footprint as demand increases with the goal of installing up to 40 kiosks and 400 bikes in the city within the next 10 years. The company also plans to begin rolling out the first of its 400 kiosks and 4,000 bikes in the Downtown Los Angeles, Hollywood, Westwood and the Venice Beach-areas later this year and plan on deploying its 250 stations and 2,500 bikes in Long Beach in early 2013. The company is also in discussion with other Southern California cities and communities about bringing their privately-funded bike share programs to their neighborhoods.

Bicycle sharing involves a system by which bicycles are made available for shared use to individuals. Users of a bicycle sharing system will be able to check a bicycle out from a network of automated bicycle stations and return the bicycle to the same or a different station. The usage fees for the bicycle share system are incentivized for turnover and trips of less than 30 minutes in duration with a single 24-hour membership priced at \$6, with discounts for three-day (\$12), weekly (\$25), monthly (\$35), yearly (\$75) and yearly student/senior rentals (\$50). Bike Nation is the only bike share system with active GPS used to track usage that provide users with their caloric burn, energy savings and carbon reduction for each of their bike trips.

ABOUT BIKE NATION

Bike Nation was established in 2009 when the opportunity arose to develop a new, 'green' form of transportation that combines bike share with sponsorship and advertising. This idea was conceived from a request from Media Nation, and it's Outdoor Bike Banner Division, to participate in the FTA "Mobility Hub" project for Los Angeles, Hollywood and Long Beach. This request was based on Media Nation's long history of nationwide logistical and operational expertise with outdoor media programs such as its bike billboard programs, and long ties to major corporations such as AEG and Verizon. Today, Bike Nation operates in partnership with its sister company Media Nation Enterprises, LLC and is part of a family of companies owned by First Pacific Holdings.

For more information on Bike Nation, please visit our **website:** www.bikenationusa.com, **blog:** www.wp.bikenationusa.com, **Facebook:** www.facebook.com/bikenationusa or **Twitter:** www.twitter.com/bikenationusa accounts.

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