



FOR IMMEDIATE RELEASE

**Bike Nation Holds ANAHEIM COMMUNITY LAUNCH on Saturday, July 21;
Opens First of 10 Kiosks Locations, Hands Out Free Memberships as it readies for August Launch**

Actor David Arquette and Two-time NBA All-Star Caron Butler Join Bike Nation Team

July 21, 2012 (Anaheim, CA) – Today at a special neighborhood event Bike Nation, the only Southern California-based bike sharing company, took to the streets at Center Street Promenade to open its first kiosk on the corner of Lincoln Avenue and Harbor Boulevard and put its signature bikes in the hands of local residents at its **ANAHEIM COMMUNITY LAUNCH**. The community-based event is a prelude to the company’s roll-out of 10 kiosks and 100 specially constructed bikes to be made available for rental to residents and visitors alike in late August. The festival featured free bike tune-ups, a bicycle agility course and an eclectic mix of food of music, along with free 30-day Bike Nation memberships to anyone signing up during its introductory period either at the event or online at its website at www.bikenationusa.com.

“We realize the success of our bike share program is dependent on the ease and accessibility to bike enthusiasts and, as an Orange County-based company, it was important for us to debut the first kiosk and bikes at a community event,” said **Derek Fretheim, Bike Nation Chief Operating Officer**.

“We are thrilled to have Anaheim launch the first city bike sharing program on the West Coast,” said **Anaheim City Councilmember Kris Murray**. “Bike Nation’s innovative bike-sharing program will provide a convenient, cost-effective, active transportation option for Anaheim’s residents and visitors – connecting our train station and sports teams with the convention center, resort area and civic center as part of this exciting new pilot program.”

Also present at the community launch event was actor **David Arquette**, a lifelong California resident, who joins Bike Nation as an Investor and member of the company’s Community Advisory Board. NBA Champion, two-time NBA All-Star and L.A. Clippers forward **Caron Butler** was also announced as Bike Nation’s Community Ambassador.

Anaheim’s one-year pilot program will be privately funded by Bike Nation, with the Tustin-based company incurring the installation and on-going maintenance expenses for these stations. Additionally, Bike Nation intends to grow its Anaheim footprint as demand increases with the goal of installing up to 40 kiosks and 400 of their “Made in the USA” Bike Nation bikes in the city within the next 10 years.

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).

The system is made up of self-service kiosks where individuals can rent and return a bicycle anywhere within a network of stations within the City of Anaheim. Stations are located in close proximity for quick



trips where users live, work and visit. The bikes 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.

Announced locations include:

- **Harbor and Lincoln** – Providing connectivity to the Harbor Lofts, Southern California Institute of Technology and Center Street Promenade
- **Anaheim City Hall** - Showcase site for the city visitors
- **Anaheim Convention Center** - Providing an easy alternate form of transportation for visitor and resident conventioners
- **Anaheim Metrolink Station** – One of the main hubs for people visiting Anaheim by train, allowing them to rent a Bike Nation bike at the station and ride on to their favorite Anaheim destinations, including Angels Stadium of Anaheim
- **City National Grove of Anaheim** – Serving the growing Platinum Triangle are, as well as Angel Stadium of Anaheim
- **Anaheim Resort – Katella Avenue** – Adjacent to Gardenwalk, WorldMark resort and in close proximity to several nearby hotels, this kiosk provides easy access to the east end of the resort area
- **Honda Center** – Providing connectivity to the Honda Center, JT Schmid’s and the Ayres Hotel Anaheim
- **Anaheim GardenWalk** – Offers a prime connection point to a key visitor destination within the Anaheim Resort

Bike Nation announced a similar union with the City of Los Angeles in April, with plans currently underway to provide 400 kiosks and 4,000 bikes in Downtown L.A., Hollywood, Westwood and the Venice Beach area. The company is also in discussion with other Southern California municipalities and communities about bringing their privately-funded bike share programs to their neighborhoods. Anaheim subscribers can utilize any of the systems within the other Bike Nation communities.

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