



FOR IMMEDIATE RELEASE

Contact: Karen Peterson, Lexco
phone: (800) 626-6556
e-mail: kpeterson@lexcobike.com

**Lexco Provides Energy to IBDs
with Carb Boom! Sports Nutrition**

Norridge, Illinois (May 13, 2009) Who doesn't need more energy? Exactly. And when it comes to sustained energy, Carb BOOM! Delivers – with a punch.

Energy Chews

Nothing beats the convenience of Carb BOOM!'s Energy Chews. Just pop one (or two or three) in your mouth and keep on going. The chews boast a special blend of complex carbohydrates for instant energy, two essential electrolytes to assist in hydration and are flavored with natural ingredients. Two refreshing flavors -- Wild berries and citrus -- are available in single-serving packets and in a pop-box containing 24 packets of chews.

Complex Carbohydrates Energy Gel

There's nothing artificial about Carb Boom!'s energy gels: no artificial flavors, colors or sweeteners. The gels pack up to 25 grams of complex carbs, two essential electrolytes (sodium and potassium) with just a measly 2-4 grams of simple sugars (derived from real fruit). The gels feature a host of delicious flavors including apple-cinnamon, banana-peach, double espresso (with 100mg caffeine), chocolate-cherry (50mg caffeine) vanilla-orange (50mg caffeine) strawberry-kiwi, watermelon, raspberry, and are sold in single-serve packets, a 24-count box, 24-serving jugs and 5-serving gel flasks.

Electrolyte Sports Drink

When you combine just the right amount of complex carbohydrates with five essential electrolytes. Add real fruit concentrates for sweetening, and make sure the flavors are crisp and clean you've got the Carb BOOM! Electrolyte Sports Drink – the perfect sports

drink to replace lost fluids and electrolytes. Flavors include raspberry-lemon, orange-mango and lemon-lime, and are available in 42-serving containers, single-serving packets and a 12-count pop-box.

Energy Bars

Carb BOOM!'s Energy Bars are made from only the finest organic ingredients including real fruit and wholesome grains with no artificial flavors, colors, sweeteners, preservatives or fillers. Each bar is packed with simple and complex carbohydrates and a host of vitamins and minerals to make it the perfect bar to provide the boost you need during the day whether on a ride or just working in the office. The four flavors – dark chocolate, cranberry-citrus, raspberry and blueberry – are available in single servings or in a 12-bar pop-box.

“Since we expanded our nutrition line, Carb BOOM has become very popular with our dealers,” says Karen Peterson of Lexco. “Because of the quality and reputation of the product, Carb BOOM’s gels, chews, drinks and bars practically sell themselves.”

Says Rob Weikel, president of Carb BOOM!: “Carbboom Sports Nutrition Inc is having a great year with our new products and package design. Thanks to Lexco Distribution, we have expanded our distribution arm, as well.”

Check out the complete line-up of Carb BOOM! Sports Nutrition in Lexco's free 2009 Catalog. For details, call Lexco toll-free at (800) 626-6556.

About Lexco

Lexco offers value-driven bicycle products and services to the marketplace. Lexco is a family-owned and operated business that began as a hardware store and Schwinn franchise on Chicago's west side in the 1950s. It continued as a Schwinn bicycle shop on the city's north side in the 60s, and in the 70s, Lexco began making bicycle security cables and has grown that into Lexco's cable division showcased at www.lexcocable.com. Lexco became a full-scale bicycle parts distributor in 1978. For more information, call toll-free (800) 626-6556 or visit www.lexcobike.com.

###

