



FOR IMMEDIATE RELEASE

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**Lexco Makes Commuting More Profitable for IBDs
with New Axiom Commuter Bags**

Norridge, Illinois (March 4, 2009) With bicycle commuting becoming more and more popular, IBDs are carving out a niche profit center. And Lexco helps with its new Axiom Commuter Bags.

The bags, made from quality 600 Denier waterproof nylon, are designed to fuse urban lifestyle into everyday cycling. They attach to the bike easily and come off in seconds, plus the bags look great.

Sure, you can get the commuter bags in black, but Axiom also offers the panniers in other colors and designs like Phoenix print (dark blue with dozens of small white Phoenix), polka dot (mint green with pink dots) and floral (pale yellow with dark Arts & Crafts-style flowers). With Axiom commuter bags, cyclists can now not only haul their stuff to work or school, or stop and pick-up groceries on their bikes, but they can do it with color and style.

Included in the Axiom commuter "Phoenix" line-up:

Dutch Shopper

- Dual-sided attached pannier
- 2374 cubic inch capacity
- Great for shopping or carrying lots of "stuff" to work or school
- Comes in rust or black
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Gatherer Shopper

- Dual -sided attached pannier
- A whopping 2660 cubic inch capacity
- Will hold standard grocery shopping bags or clothes for work or school
- Available in floral pattern, Phoenix print and black

Urban Shopper

- Dual -sided attached pannier
- 1767 cubic inch capacity
- Comes in Phoenix print, floral pattern and polka dot

U of A Study Bag

- A great single-sided bag
- Features padded laptop holder along with hidden pannier hardware and shoulder strap for easy off-the-bike use
- 1009 cubic inch capacity
- Available in floral pattern, polka dot, Phoenix print and black

Town and Country Shopper

- Single-sided shopping bag pannier
- Features hidden pannier hardware and shoulder strap for easy off-the-bike use
- 865 cubic inch capacity
- Comes in Phoenix print, floral pattern or black

“The Phoenix series, is designed around the urban commuter cyclist, and/or new cyclists who are starting to use their bicycle for shopping, and commuting for work, school, and social,” says Jeff Nyhaug of Norco Products, Ltd. which designs and manufactures Axiom bags. “For many reasons...some economical, others- ecological, as well as health and fitness, many cyclists are riding their bicycle for more of a utilitarian reason rather than the traditional sport & recreation function.

“The Phoenix series is focused on simplicity of use and flexibility in terms of carrying capacity but with a high degree of style rather than traditional bicycle bags, which are function specific and touring focused. Simply put, the mounting system, and closures focus on ease-of-use, and a ‘no fuss’ approach to transporting the urban cyclists’ gear and/or grocery items.”

Says Karen Peterson of Lexco: “We think IBDs are going to love the new Axiom commuter bags. They’re all quality made, look great and feature attractive price-points. Plus, the bags come in various styles and colors to fit any bicycle commuter’s needs and lifestyle.”

Check out Axiom bags in Lexco’s free 2009 Catalog. For details, call Lexco toll-free at (800) 626-6556.

In addition, Axiom will display their bags at this year’s Lexco Open House on Tuesday,

April 7th.

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.

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