



FOR IMMEDIATE RELEASE

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**Lexco Announces Open House, Tuesday, April 7,
Free Dinner Included plus Save 10% on Any Order**

Norridge, Illinois (April 1, 2009) With unprecedented anticipation for the upcoming bicycle season, Lexco will be showcasing its services, products and a selection of new and veteran vendors at its Open House on Thursday, April 7 from 6-10 p.m. Included in the evening's events will be dinner, prizes and the debut of its new 2009 catalog. Plus, Lexco will be offering a 10% discount on merchandise orders (excluding already discounted items and closeouts). In addition, the company will be serving up fresh-brewed fair trade organic coffee from Lexco vendor 53x11 Coffee

Featured vendors include:

- Bikebins and its line-up of hard case panniers (with owner, Sam Lowings attending, all the way from the UK).
- Xterra Helmets including its innovative integrated lighting system helmets. The company will also showcase its affordable trailers and alloy water bottles.
- CarbBOOM! Sport Nutrition and Energy Chews.
- Inno Racks including its cargo boxes.

"It's going to be an interesting year in the bike business," says Karen Peterson of Lexco. "Dealers are being careful on what they stock and which new vendors they take on. Our open house will give them a chance to see some outstanding new product and have a great time doing it."

Says Bikebins' Sam Lowings: "Lexco distributorship has been a huge breakthrough for Bikebins manufacturing and sales in the USA. The enthusiasm of Karen and her team is infectious! My flight is booked."

To reserve your free ticket contact Lexco at (800) 626-6556, or e-mail sales@lexcobike.com

What: Lexco Open House

When: Tuesday, April 7, 6-10 p.m.

Where: 7320 W Agatite Ave., Norridge, IL 60706

Why: Chance to see new products, talk with vendors, receive Lexco's 2009 product catalog, plus, enjoy complimentary dinner and 10% off any order

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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