



FOR IMMEDIATE RELEASE

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Lexco Takes on Sugino Components... And in Colors, Too

Norridge, Illinois (April 29, 2009) Silver is so last century. Through Lexco, you can now get world famous Sugino cranks, chainrings, sprockets, dust caps and other Sugino parts in a variety of colors. Of course, if you just have to have silver, Lexco and Sugino can accommodate.

Lexco is carrying numerous Sugino crank sets. The cranks are cold forged, anodized, and constructed to exacting standards. They are quite beautiful, as well. Included are:

- Track Cranks
 - o Messenger RD2 – comes in gold, black, blue, red, gun metal and silver
 - o Sugino 75 – gold, black, purple, red and blue
- Keirin Track Cranks
 - o Grand Mighty
 - o Sugino 75
- Sugino ZEN Messenger

And what would cranks be without chainrings. Sugino chainrings are CNC machined so they perfectly match the cranks and feature a special hard-plating. The Sugino chainrings include:

- SSG144 – in colors of silver, gun metal, black, purple, blue, pink and red, to match the Sugino 75 cranks
- Zen144 – to partner with the Zen Messenger cranks, in gold, black, red, purple and blue
- PJ 130 - 42T, 44T, 46T 48 tooth chainrings to team with the Messenger cranks, in silver, black, blue, red, green and gold

For “fixies” Sugino features new Fixie Cogs in 16T, 17T and 18 tooth rings. Colors include silver, black red and blue.

Other Sugino parts carried by Lexco include bottom brackets, crank dust caps, seat post clamp bolts, and chainring fixing bolts and nuts (in silver, gold, black, blue and red).

“Sugino has limited distribution in the U.S. and we are proud that the company has chosen Lexco as one of its select distributors,” says Karen Peterson of Lexco. “Sugino cranks, chainrings and bottom brackets are known the world over for their quality and durability, and the company’s attention to detail is legendary. Dealers can now turn to Lexco and Sugino for replacement drivechain components and parts.”

Says Yuki Iwai of Sugino: "We appreciate Lexco's support and look forward to continued good business relationship with the company and it's employees."

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.

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NEW **FIXIE COG**
Color version



NEW
Chainring

Super ZEN 禅



S
Special Hard Plated

The advertisement for Super ZEN chainrings features a black background. At the top left, a red box contains the text 'NEW Chainring'. To the right is the 'Super ZEN' logo with the Japanese character '禅' (Zen) above it. Further right is a small image of a single gold chainring. The main part of the ad shows three large chainrings in silver, gold, and black, arranged in a descending stack. In the bottom left corner, there is a logo with a stylized 'S' and the text 'Special Hard Plated' below it.