



FOR IMMEDIATE RELEASE

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

Lexco Adds Stephen Maiseloff as New Sales Manager

Norridge, Illinois (March 17, 2010) Variety may add spice to life, but for Lexco's new sales manager, Stephen Maiseloff, variety defines the 27 year old's so-far young working career.

Maiseloff's experiences are certainly varied. Foremost, he worked for the Chicago bid effort for the 2016 Olympics. He also managed community relations for a minor league affiliate of the Arizona Diamondbacks baseball team. Maiseloff has coached high school tennis, earned a Master's degree in Sports Management, and enjoys cross-training with his bike.

For Lexco, he will bring his melting pot of experiences to the Chicago-based distributor by adding a second Chicago-area salesman to the company's growing local sales force.

"The Lexco position is perfect for me," says Maiseloff. "I can tap in on all of my strengths – my Chicago network, my love of cycling, and my desire to work with both IBDs and advocacy groups to grow cycling in the Chicago area. I believe in 2010 more people will be choosing two wheels over four, which is great for the environment as well as the physical well-being of the population. I'm proud to represent an industry with my generation's future in mind."

Says Lori Igleski of the 2016 Chicago Olympic bid committee: "Stephen worked very hard to ensure the message of Chicago 2016 was communicated across the country.

Whatever needed doing, we could count on Stephen to jump right in. Lexco is getting a true team player."

Adds Ron Smith, owner of Lugs, a Chicago IBD, "Stephen is young, energetic, and

ahead of the curve. He works to keep his clients happy.”

For Karen Peterson of Lexco, Maiseloff fills a gap in their workforce. “Stephen will help us relate more closely with the new IBD managers and owners -- the 20 and 30 year-olds -- armed with business plans and vision are getting into the bicycle business because of their love for cycling and what it can do for the planet as well as the individual rider.”

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.

###