



BioLogic Press Release
For Release on November 8, 2011

Paligap to Distribute BioLogic® in UK

Urban cycling gear expected in stores by December

Taipei, Taiwan — November 8, 2011 — BioLogic®, a leading supplier of urban cycling gear, today announced the appointment of Paligap as UK Distributor for the BioLogic range. Paligap have included BioLogic products in their winter catalogue and are presently taking orders.

“Paligap have an outstanding portfolio of brands with a well deserved reputation for outstanding service,” stated Joshua Hon, vice president. “We are very pleased to have them as our new partner. They are committed to expanding their offering to urban bike users and BioLogic fits their new focus in this area of the bike accessory market.”

“BioLogic offer some innovative and exciting urban bike accessories and we’re excited to bring their products into our program,” said David Lane, Paligap managing director. “They have some even more exciting products coming through the development process and we are looking forward to building the brand up in the UK.”

BioLogic accessories will be offered through bike shops and other complementary retailers. UK marketing will be supported by Cyclemotion, headed by Mark Bickerton. The first 2012 BioLogic stocks will be available in UK shops by early December.

For more information, please visit www.paligap.cc or www.thinkbiologic.com.

For all dealer enquiries please contact Paligap on 01454 313116 or Sales Manager Dale Hall at dhall@paligap.cc. For media related enquiries please contact Angus Staines at astaines@paligap.cc.

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Press Photos:

High-resolution photos of BioLogic products for media use are available for download.

URL: <http://photos.ternbicycles.com/biologic>

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About BioLogic

BioLogic designs and manufactures gear for cycling and urban mobility. BioLogic gear is distinguished by technical innovation and its most recent products transform an Apple iPhone into a powerful cycling computer. BioLogic is committed to sustainable systems, and donates at least 1% of net profits every year to various social and environmental causes.

<http://www.thinkbiologic.com>