

**Contact: Ben Donahue**

iO Dupont, Inc.  
Phone: (208) 908-0630  
Fax: (208) 908-0629

1401 W. Idaho St.  
Boise, ID 83703  
www.iodupont.com



## PRESS RELEASE

### Power Cordz™ Attracts Large Asian Market Distributor

*Power Cordz developer, iO Dupont, Inc. joins forces with Pro Bike Center, Ltd. for distribution of world-class cycling products in Asia.*

**Boise, ID, 12.21.11:** Power Cordz developer, iO DuPont, Inc. announces the appointment of Pro Bike Center, Ltd., a major Asian-market cycling distribution company, to their growing list of international distributors. With the addition of Pro Bike Center to their growing list of distributors, Power Cordz synthetic fiber cable systems for bicycles are now sold through over 18 international distributors in Europe, Russia, Australia and Asia.

"It is very important for Power Cordz to find distributors that share our goal of providing customers with world class products," said Ben Donahue, Power Cordz brand manager. "Pro Bike Center clearly fits the criteria we identified to promote Power Cordz and move the business forward in this key strategic market," he added.

The Power Cordz brand is respected as the leader in lightweight, synthetic fiber control cables for cycles. With their recent addition to their product line up of Power Cordz Prime™ cable housing, which is nearly half the weight of average steel housing, they have attracted the support of many key players in the industry. The relationship between iO DuPont and Pro Bike Center will enable both companies to equip cycling professionals and enthusiasts alike with Power Cordz newest products.

"The global demand for Power Cordz is exploding," said Alex Livingston, strategic and corporate development director. "Our new relationship with Pro Bike Center is evidence of the growing demand for superior cycling products."

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#### **About Power Cordz**

Power Cordz synthetic fiber cable system addresses the problems of steel control cables currently used on bicycles. Power Cordz are 75% lighter than steel, resist dirt, dust and corrosion, and never stretch or lose precision. Power Cordz have been sold internationally since 2005 and are available through distributors that reach every major cycling market in the world.

**FOR IMMEDIATE RELEASE**

  
Engineered by IODUPONT INC.

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**About ProBike Center**

Pro Bike Center is Hong Kong's biggest importer of European bicycles and parts. Based in Hong Kong, China, Pro Bike Center strives to serve cyclists at every level of involvement in the cycling industry, from professional to casual rider. For more information, please visit their website: <http://www.probike-center.com/>

**About iO DuPont, Inc.**

iO DuPont, Inc. develops high-end technology products with applications in the cycling industry and beyond. The company was founded in 2004 by Tony DuPont, the company's lead engineer and managing member, with the company's first product: Power Cordz™ synthetic fiber bicycle cables.

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