

SCATTANTE TO OFFER NEW LINE OF CYCLING APPAREL FOR WOMEN

Scattante's new line of women's road bike apparel caters to avid riders – Designed by women for women, and available exclusively through Performance Bicycle

CHAPEL HILL, NC, August 08, 2010 – Scattante said today it is creating a new line of women's cycling wear that gives women riders greater selection and style in bike apparel.

The first women's clothing line from Scattante features jerseys and shorts designed for women by women. The new clothing aims to give women riders the look they want with a better fit, at the right price. Along with Scattante road bikes and gear, the new clothing is available exclusively from Performance Bicycle.

"So many more women are getting on bikes these days, from recreational to avid riders," says Stephanie Cozzarelli, Divisional Merchandise Manager. "They need a line of clothing that is made just for them. We took the feedback we were hearing from women across the country, and incorporated that into the design of the new line. Scattante will offer the best product possible at a tremendous value."

Scattante's women's apparel will initially offer two styles of jerseys. The Women's **Brava Jersey** (MSRP: \$69.99) comes in a soft fabric with moisture management, and is made for more casual riding. The Women's **Team Jersey** (MSRP: \$79.99) comes in bold, race-inspired designs and features a more fitted style. Both jerseys are made of 100-percent lightweight polyester and provide UPF 15 sun protection.

To complement the jerseys, Scattante will offer the **Supra Signature Short** (MSRP: \$79.99). The short is made of nylon/Lycra fabric with UPF 15 protection, and features a 9-panel design for consistent compression throughout. The Supra Short also comes with multi-density padding and a HuggFit waist for improved comfort, as well as power band leg openings that provide a non binding fit. The shorts are available in two colors and match the new tops, ensuring that riders look good and feel good.

"We wanted to create a new line that was stylish, but at the same time fully recognizes a woman's needs in terms of flexibility and comfort," added Cozzarelli. "The new women's jerseys and short continue the Scattante tradition of high quality at a great value."

More information about Scattante can be found at www.performancebike.com.

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