



For Immediate Release

### **VELTEC LAUNCHES NEW B2B DEALER WEBSITE & PUBLIC WEBSITE**

Boulder, CO & Carson City, NV - July 6, 2009: Veltec Sports is pleased to announce the launch of its new Business To Business website and Consumer website today reinforcing the company's commitment to better serve its dealers and consumers.

Veltec's new public website [www.veltecsports.com](http://www.veltecsports.com) offers improved design, a user-friendly layout, and expanded product information. All of the Veltec brands can now be seen within one website with added features such as a Veltec News page that keeps customers up-to-date on current Veltec happenings.

With the new Business to Business system, Veltec offers its dealer network instant insight into inventory levels, order placement and fulfillment, and tracking.

"Veltec's B2B system is a part of our commitment to continuous improvement of our performance for our dealers," says Manfred Krikke, CEO of Veltec Sports. "Our team put a lot of energy into selecting and building this B2B system. It enables our dealers to have 24-hour support and ordering capabilities, find product availability, and see their orders and delivery schedule. The new system helps us communicate and service our partners better."

Some of the first features & capabilities added to the new B2B site for Dealers to take advantage of include:

- 2010 product lines can now be viewed and preseason orders placed
- In-season fill-in orders placement
- Open invoice access
- Monthly sales promotion details

In The coming weeks Veltec continue to enhance the functionality of the site and add more features such as downloads to marketing information and sales collateral. The new automated order process will increase accuracy, save time for Veltec retailers and allow the Veltec customer service department the ability to better service retailers' specific product needs more proficiently.

For your Dealer username and password, contact Veltec Customer Service at [\(800\) 578-5790](tel:8005785790) or visit

[www.veltecsports.com](http://www.veltecsports.com) to email a request.

### **About Veltec Sports**

Veltec Sports, Inc. is a leading marketer and distributor of some of cycling's best-known brands. Since 1984, Veltec Sports has kept a sharp focus on offering the highest customer service - centered on a successful brand family - to U.S. Independent Bicycle Dealers (IBDs). Veltec's brand portfolio includes Sidi cycling shoes, Descente cycling apparel, Shebeest women's cycling apparel, Prologo performance saddles, Vredestein tires and Enervit endurance nutrition products. Veltec is committed to core cyclists and their passion for riding and living a healthy and sustainable lifestyle. Visit the company's website at [www.veltecsports.com](http://www.veltecsports.com) to learn more.

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