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FirstBIKE™

EUROPE'S FIRSTBIKE SET TO BE THE HOTTEST BALANCE BIKE ON THE BLOCK

Internationally Acclaimed Two-Wheel Training Bike Is Intuitive For Safe Balancing While Boosting Self Confidence

Millersburg, PA (January 23, 2013) -- Remember the challenge of learning how to ride a bike and teaching your children? If we want kids to be enthusiastic about cycling, it is worth considering the type of bike that will be their first. Unlike children on heavy pedal bikes with training wheels, kids on FirstBIKE™ balance bikes can ride for several miles at a time and run up hills; all while having fun and intuitively learning something important – how to balance on a bike.

FirstBIKE is designed for ages 22 months to 5 years. Its minimum seat height of 12 in. enables even two-year-olds to master the sensation of keeping their balance within hours. Family walks are much longer and less tiring for the little ones - weighing only 8.6 lb, FirstBIKE is almost three times lighter than a traditional pedal bike with training wheels! After the tots grow a bit and get stronger (at the age of 4 or 5 years), they smoothly transfer to pedal bikes without ever needing training wheels.

A range of unparalleled features such as a flexible and shock absorbent high-tech frame protect a child's spine as well as a unique rear-drum braking system make FirstBIKE the safest balance bike ever. A German cyclist and product designer also included a steering limiter for a safer ride and a "horse saddle" seat preventing children from slipping off while riding downhill.

As children get taller and also faster, seat height and brake sensitivity can be further adjusted without any tools to the exact height and speed of the little rider. Such "no tools" tailor-made adjusting is very practical when there are more friends around asking for a ride, typically in the park or preschool.

Wood and metal training bikes have been around for some time, but they can't be kept outside in wet weather. Their metal parts tend to rust and wood splinters, meaning these competing products aren't very durable. Not safe - most lack a brake, or if they have one, it's typically either a front brake or a rear V-brake which can be unsafe for children. They usually lack inflated tires and often feature sharp parts.

The FirstBIKEs are loaded with safety and durability features to make these the best balance bikes anywhere, in any conditions. The revolutionary frame material gives it flex for comfort and posture support, strength for durability and lightness for great maneuverability. FirstBIKE can truly claim to be the safest balance bike on the street, from Berlin to Biloxi. And, as an added bonus, after children have learned on a FirstBIKE, they can make the jump straight to a regular bike with pedals and without training wheels!

Perhaps the best review for FirstBIKE comes from The Toy Man who wrote in his synopsis, "this expedient cycle is the ideal companion for walks and discovery journeys, because young children can already keep up with their parents' walking speed without trouble." He then employed a Plastics Engineer, BS, MA, and PhD, who compared FirstBIKE to a limo ride!

"A limousine ride designed for toddlers...that's literally what the FirstBIKE is. The streamlined lightweight frame combined with the profound symmetry of frame, fork, saddle and wheels affords a child a more than reasonably smooth ride. The comfort of a riding experience devoid of high impact to any part of their body is a residual result."

As its American website, www.FirstBIKE.us proclaims, this two-wheeler is all about a first sense of balance, first sense of fun and first sense of adventure. Parents will be impressed with the first impression of the pure design. Online consumers can choose playful accessories to match the personality of the child. Color options, tire options, a LowKit™ lowering kit, baskets, bells, a MonoSki™ ski attachment and more make FirstBIKE a work of art, function and safety. To get revved up about how cool and fun the bikes are, check out the videos at www.firstbike.us on the home page and in the Gallery.

Look for four FirstBIKE models that can be personalized to be available online and in retail shops in 2013 -- Street, Cross, Racing and Limited. All tires are world-renowned Schwalbe tires and the upgraded Racing and Limited models feature top-of-the-line Schwalbe Big Apple tires.

FirstBIKE Street • Ages 2+ • \$159.99

Quality designed in Germany by cycling professionals, FirstBIKE offers all of the most desirable safety features and uses the highest quality materials and components. The Street model has air tires ideal for urban areas with concrete, stone or packed dirt surfaces. Choose colors ranging from Street Pink, Blue, Red and Green.



FirstBIKE Cross • Ages 2+ • \$159.99

With air tires ideal for off-road conditions with mostly grass, gravel, or loose dirt surfaces. Comes in colors Cross Red or Cross Silver. Like all models, the air tires provide excellent grip on all surfaces.

FirstBIKE Racing • Ages 2+ • \$179.99

Features upgraded Schwalbe Big Apple tires for maximum traction on any surface. Available in Racing Red or Green.

FirstBIKE Limited • Ages 2+ • \$199.99

With limited edition colors and upgraded Schwalbe Big Apple tires for maximum traction on any surface. Choose between Limited Blue or Limited Orange.



FirstBIKE Accessories • \$8.99 & up

Choose from pink, red or black baskets, a wide variety of bells and consider a LowKit™ lowering kit and even a MonoSki™ ski attachment to customize the bike.



Already a winner in Europe, FirstBIKE has recently garnered an impressive array of American industry prizes including Creative Child Magazine 2012 Product of the Year, Creative Child 2012 Top Toy of the Year Award, Dr. Toy 100 Best Children's Products, Dr. Toy 10 Best Active Products, The National Parenting Center Seal of Approval, The Toy Man Award of Excellence, The Toy Man eChoice Award, The Toy Man S.T.E.M Award, Parent Tested Parent Approved Award and Tillywig Top Fun Award.

ABOUT THE FIRSTBIKE CO., INC.

The FirstBIKE Co., Inc., is the U.S. distribution arm of FirstBIKE Worldwide, which is headquartered in The Netherlands and has EU-supervised manufacturing facilities in Taiwan. All bikes are CE compliant, TUV certified, and meet or exceed all EU and U.S. safety standards.

Ralf Coerschulte, an avid German cyclist, product designer, and father of three, developed FirstBIKE with one goal: to build the best balance bike for younger children, allowing them to learn to ride a bike intuitively and without stress. After years of fine-tuning and testing, he succeeded in creating a unique product that is deemed to be the safest in its category. FirstBIKE has also proven to be a great helper when it comes to the development of a child's self-confidence, and enjoyment of learning.

Every FirstBIKE proudly comes with a Lifetime Warranty on the frame and fork and a 5-year warranty on all other parts. To purchase or browse, see their website at www.FirstBIKE.us.