



Cannondale Pro Cycling will Utilize GURU Experience to Reach Peak Performance this Season
Advanced Interactive System Allows Riders to find their Personal Best

Bethel, CT – DATE – Cannondale Pro Cycling announced today that the team will utilize the GURU Experience in the 2013 season. An advanced personalized bike selection tool, the GURU Experience will ensure Cannondale Pro Cycling riders are properly positioned on their bikes, maximizing their performance and comfort.

The GURU Experience uses a comprehensive set of innovative tools to deliver a personal touch to the bike selection and fit process. Cyclists are able to precisely tune their riding position in real-time, allowing them to experience different riding positions on command. In addition, the GURU Experience's integrated power unit provides users with the opportunity to test how efficient they are in each riding position according to power output. This process ensures maximum performance on the bike to fit the personal needs of each rider.

"I need the best compromise between comfort and performance when I sit on my Cannondale SuperSix EVO," said Peter Sagan, Cannondale Pro Cycling athlete. "Since becoming a professional, I've worked a lot with team directors, engineers, and mechanics to find the best way to exploit my strength. When I used the GURU Experience at our team camp, I had the opportunity to understand more about it. I had the chance to move my parameters and see my performance staying seated in the saddle. No waste of time or stress. This is a great system and looking to the upcoming season I know where to work to improve performance."

For Cannondale Pro Cycling, the system makes sure that each rider's position is accurately transposed onto the team's equipment by providing precise frame size, saddle height, saddle position, stem length, and stack height measurements. After the initial fit, the GURU Experience continues to work with the rider. The team has access to updates and ongoing additional cycling resources. The experience, from start to finish, is designed to set the team up for an incredible 2013 season.

"During my career, I've spent a lot of time searching for improvement in bike positioning. It's one of the most important aspects for a pro rider; all I can do to make it better, I do," said Ivan Basso, Cannondale Pro Cycling athlete. This year, thanks to working with the GURU Experience, I've achieved an important point of view to work on my usual parameter. Moving the saddle or the handlebars a couple of millimeters could change a lot about performance. The GURU Experience is a space age system that a modern team like Cannondale Pro Cycling needs."

For cyclists of all ages and experience levels, the GURU Experience offers the same benefits as it does for the Cannondale Pro Cycling team. After you've found your perfect bike, components, and fit – for both the highest level of performance and comfort – the GURU Experience provides consumers with access to training and additional cycling resources. Whether you're a seasoned rider or just starting out, the GURU Experience gives cyclists the ability to maximize their ride. For more information, visit www.gurucycling.com.



ABOUT DOREL INDUSTRIES

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Now in its 50th year, Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel's powerfully branded products include Safety 1st, Quinny, Cosco, Maxi-Cosi and Bébé Confort in Juvenile, as well as Cannondale, Schwinn, GT, Mongoose, IronHorse and SUGOI in Recreational/Leisure. Dorel's Home Furnishings segment markets a wide assortment of both domestically produced and imported furniture products, principally within North America. Dorel has annual sales of US\$2.4 billion and employs 5,000 people in facilities located in twenty-four countries worldwide.

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