



FOR IMMEDIATE RELEASE
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MEDIA CONTACT
Eric Bjorling | 920.478.2191, x12526
eric_bjorling@trekbikes.com

TREK AND MAUNA LANI BAY HOTEL PARTNER TO OFFER VACATION DEALS TO SPEED CONCEPT OWNERS



PHOTO COURTESY OF MAUNALANI.COM

THROUGH 2011, BUY TREK SPEED CONCEPT, STAY AT ONE OF TRAVEL + LEISURE'S "WORLD'S BEST HOTELS" FOR LESS

(Waterloo, WI / Kohala Coast, HI) - Trek Bicycle and the Mauna Lani Bay Hotel & Bungalows of Hawaii's Kohala coast have partnered to offer vacation discounts at one of triathlons most popular locations to all those who purchase a Trek Speed Concept from now until December 31, 2011. The unique partnership between Trek and the resort represents the deep commitment each of the partners has to the triathlon world. Those looking for an unmatched triathlon bike with added value now have a much easier choice to make with the Trek Speed Concept.

The oceanfront Mauna Lani Bay is the headquarters of the Trek/K•Swiss professional triathlon team's annual training camp located minutes from the Queen Kaahumanu Highway of the Ironman World Championships. The resort caters to the unique needs of amateur to elite professional triathletes. Not to let vacation get in the way of training, triathletes can take advantage of the resort's fleet of Trek Speed Concepts, lap pool, triathlon coach, and recover with a sports massage all onsite.

"For Trek to hook up the same training experience that myself and my Trek/K•Swiss teammates have is something that triathletes should definitely take advantage of," said Trek/K•Swiss athlete Joe Gambles. "From firsthand experience, I can say that the Mauna Lani Bay is an amazing place to stay and train."

To take advantage of this fantastic deal, Speed Concept owners must mention the "Trek Speed Concept Package" upon booking their stay and should have their bike's serial number readily available for verification. For more details, please visit www.maunalani.com/trekspeedconcept.



/ THE MAUNA LANI BAY HOTEL & BUNGALOWS is recognized as one of Travel + Leisure's "World's Best Hotels" for 2011 and is also on the Conde Nast Traveler 2011 "Gold List". It is the only independently-operated resort on the Kohala Coast of Hawaii and has maintained its original owners since its opening in 1983. Mauna Lani Bay is also one of the smaller resorts on the coast giving guests an intimate, timeless Hawaiian experience that is personalized and pleasantly unscripted. It is Mauna Lani Bay's cultural and environmental programs that make it truly stand out from others and which has earned it the reputation of one of the "World's Top Earth-Friendly Getaways". Mauna Lani Bay is committed to delivering aloha in everything it does and as such takes a stand against hidden resort fees. It is home to the famous CanoeHouse restaurant, the Hawaiian inspired Mauna Lani Spa and the championship Francis H. I'i Brown Golf Courses. Mauna Lani Bay has formed a partnership with a group of pro triathletes, who help the hotel spread the message of enjoying a healthy and active lifestyle. The resort is a member of the Preferred Hotel Group recognizing the world's best independent luxury hotels and resorts. For reservations call (800) 367-2323 or visit www.maunalani.com.

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trekbikes.com.