

R E L E A S E

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Terry Precision named Marketer of the Year.

Macedon, New York Terry Precision Cycling for Women was awarded 2005 Marketer of the Year by the Rochester chapter of the American Marketing Association (RAMA), in association with the Rochester Business Journal at a June awards ceremony held at the George Eastman House. The award honors a public, private or non-profit organization in the region that demonstrates an excellence in marketing, strategic planning and outstanding results.

Companies were invited to submit applications to a panel of national marketing professionals who selected three finalists in addition to Terry: Harris Interactive (the leader in internet market research), The Bonadio Group (provider of personalized consulting, auditing, and tax services) and Midtown Athletic Club (premiere health club in Rochester). All were evaluated on their marketing objectives, key challenges, innovative strategy, specific results and regional impact.

Georgena Terry, founder and president of the company, accepted the award on behalf of the company. Terry was recognized for building a unique customer base through direct marketing efforts that have more than tripled the size of the company since the inception of the program. Terry and Marketing Director, Paula Dyba, are co owners of the company which employs 16 people full time, in addition to a part-time staff. Both attribute their success to customer evangelism which they promote through unique product design and presentation, personalized customer service and lots of passion for cycling.

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