

PEDEGO®

electric bikes

MEDIA KIT

INTERBIKE

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BOOTH #5969





FOR IMMEDIATE RELEASE

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Pedego® to Present Four New Products at Interbike®

Three new electric bike models and a revolutionary new propulsion system make their debut at Las Vegas trade show

IRVINE, CA – [Pedego®](#), an electric bicycle company creating the coolest electric bicycles outfitted with the latest in electric technology, unveiled its lineup of newsmakers for this year's International Bicycle Expo. A Tommy Bahama® Signature Electric Bike, a high-performance model, a three-wheel model, and a break-thru technology will be presented to attendees and the press at Interbike.

Interbike® is the cycling industry's largest trade show and will be held at the Sands Expo and Convention Center, September 22 – 24, 2010, in Las Vegas, NV. These new products can be seen at the Pedego® Booth #5969 where it will join the other high quality Pedego® products such as the world's first electric tandem bicycle and the fashionable comfort cruisers.

Tommy Bahama® Electric Bike

Pedego® is proud to introduce the new Tommy Bahama® custom electric bike which is powered by any combination of pedal power and electricity. Available in *Classic Cruiser* and *Step Thru* models, these bikes were inspired by the world famous fashion house and feature a cool orange color with island inspired, padded seat and handle bar grip designs, Shwalbe® Fat Frank Balloon tires, lightweight aluminum frame, and a powerful drive package. Pedego® was selected by Tommy Bahama® to produce the bespoke bicycle because of the quality, reliability, and safety, of the industry leading brushless and gearless 500 watt motor, powered by a 36 volt lithium battery pack, channeled through a six-speed shifter, and controlled by a variable speed, twist throttle. These bikes can reach speeds of 20 miles per hour and can run for 20 - 40 miles (depending on terrain and size of rider) using electric motor power only. Standard accessories include a smart charger and handlebar mounted battery indicator and safety bell, in addition to the padded seat and grips. The safety package is completed by the rear hub brakes and front disc brakes.

Pedego® *Interceptor* Electric Bike

Pedego® has developed the high performance *Interceptor* model with law enforcement in mind, but it can also be ridden by anyone seeking the responsiveness of an amped-up power pack. The *Interceptor*, designed from the ground up to be an electric bike, is constructed using aircraft grade aluminum for the lightweight frame and then set on 12 gage spoke wheels and Shwalbe® Fat Frank Balloon tires to efficiently move riders over any surface. A smooth, comfortable, ride is enhanced by a suspension seat post. Heavy duty controls better equip the bike for the rigors of high performance use and the propulsion features Pedego's industry leading brushless and gearless 500 watt motor powered by a 48 volt system that includes a lithium battery.

Pedego® Electric Trike

Pedego® will be unveiling the concept behind their 3-wheeled, superior balance and maneuverability electric tricycle beginning at 10 a.m. They will be showing, for the first time ever, a completely new revolutionary designed 3 wheel ride that will be available in multiple model configurations for different uses.

New Major Unveiling

Still under wraps at Pedego are the details of an additional announcement that will be revealed at a media event on Wednesday, September 22nd at Interbike Booth #5969, beginning at 10:00 a.m.. The new bike will be the introduction of a revolutionary new first-ever electric bike concept design.

ABOUT PEDEGO®

Pedego® is fast becoming the market leader by creating the coolest and most fashionable electric bicycles outfitted with the latest in electric bike technology. Through our chic, stylish designs partnered with a built-in electric hub motor, Pedego® offers a cost-effective and green alternative for transportation, exercise and recreation. Pedego® Bicycles are perfect for anyone who enjoys the fun of cycling and experiencing the outdoors. Pedego®. How far will you go?

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Pedego® and SiGNa Chemistry Unveil Hybrid Electric Bicycle at Interbike® Trade Expo

Breakthrough technology utilizes hydrogen fuel cell for longer rides

LAS VEGAS, NV: September 22, 2010 – [Pedego®](#), Electric Bikes, in collaboration with [SiGNa Chemistry](#), unveiled today a revolutionary new high performance battery/fuel cell hybrid design for electric bikes. The cutting edge, hydrogen generation technology system offers unlimited range potential for riders without ever having to charge the battery using traditional electricity.

“We are thrilled about our collaboration with Pedego® and this exciting development in our joint efforts to enable unprecedented power solutions for a transportation system with zero air contamination,” stated Michael Lefenfeld, President and CEO of SiGNa Chemistry, Inc. “Today’s announcement is another example of how SiGNa continues to develop award-winning technology, including inherently safe, air stable reactive metal powders, for industrial applications,” Lefenfeld concluded.

According to Don DiCostanzo, CEO of Pedego® Electric Bikes, “This new and innovative system can provide virtually unlimited range and we are once again leading the industry with technological advancements. This premium option will enable customers to ride their Pedegos as long as they desire without worrying about running out of energy.”

“The key innovation is our patented system which utilizes sodium silicide to liberate hydrogen from water at a very low pressure as needed by the hybrid fuel cell,” according to Andrew Wallace, Vice President of Alternative Energy at SiGNa. “700 watt-hours of energy, twice that of the lithium battery alone, is available for additional power in acceleration, hill climbing and to increase range up to and over 40 miles per cartridge. In addition, riders carry additional cartridges which are real-time swappable,” he added.

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ABOUT SiGNa CHEMISTRY

SiGNa Chemistry, Inc., a green chemical technology company, has developed a suite of heterogeneous reagents and catalysts that make reactive metals far more efficient, safer, and cost effective. These products are fundamental components used for general synthesis in the pharmaceutical, petrochemical, specialty chemical and environmental remediation industries as well as provide the ability to enable portable fuel cells by producing pure low-pressure hydrogen gas on demand from a safe, stable dry powder at room temperature. For more information, visit: <http://www.signachem.com>



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Pedego® Company Overview

IRVINE, CA - [Pedego](#)® is rapidly becoming the market leader by creating the coolest and most fashionable electric bicycles outfitted with the latest in state-of-the-art technology. Chic and stylish designs partnered with a built-in electric hub motor, Pedego® electric bicycles offer a cost-effective and green alternative for transportation, exercise and recreation. Pedego® electric bikes are perfect for anyone who enjoys the fun of cycling and experiencing the outdoors, no matter what age, size or physical endurance level. The company, based in Irvine, Calif., started as an electric bicycle dealership but found that no one produced quality, stylish electric bikes that customers wanted to buy.

Pedego® was formed to create a premium line of electric bikes that combine style, design and function plus offer the joys of cycling to people of all ages. Many people would like to ride a bike, but find it impractical or impossible because of hills, distance, health reasons, knee problems, aging or the inconvenience of having to shower and change at work. Pedego® electric bikes make biking accessible to almost the entire population. In addition to being a smooth, challenging ride for avid cyclists, the built in motor can get everyone outside to enjoy an incredible ride!

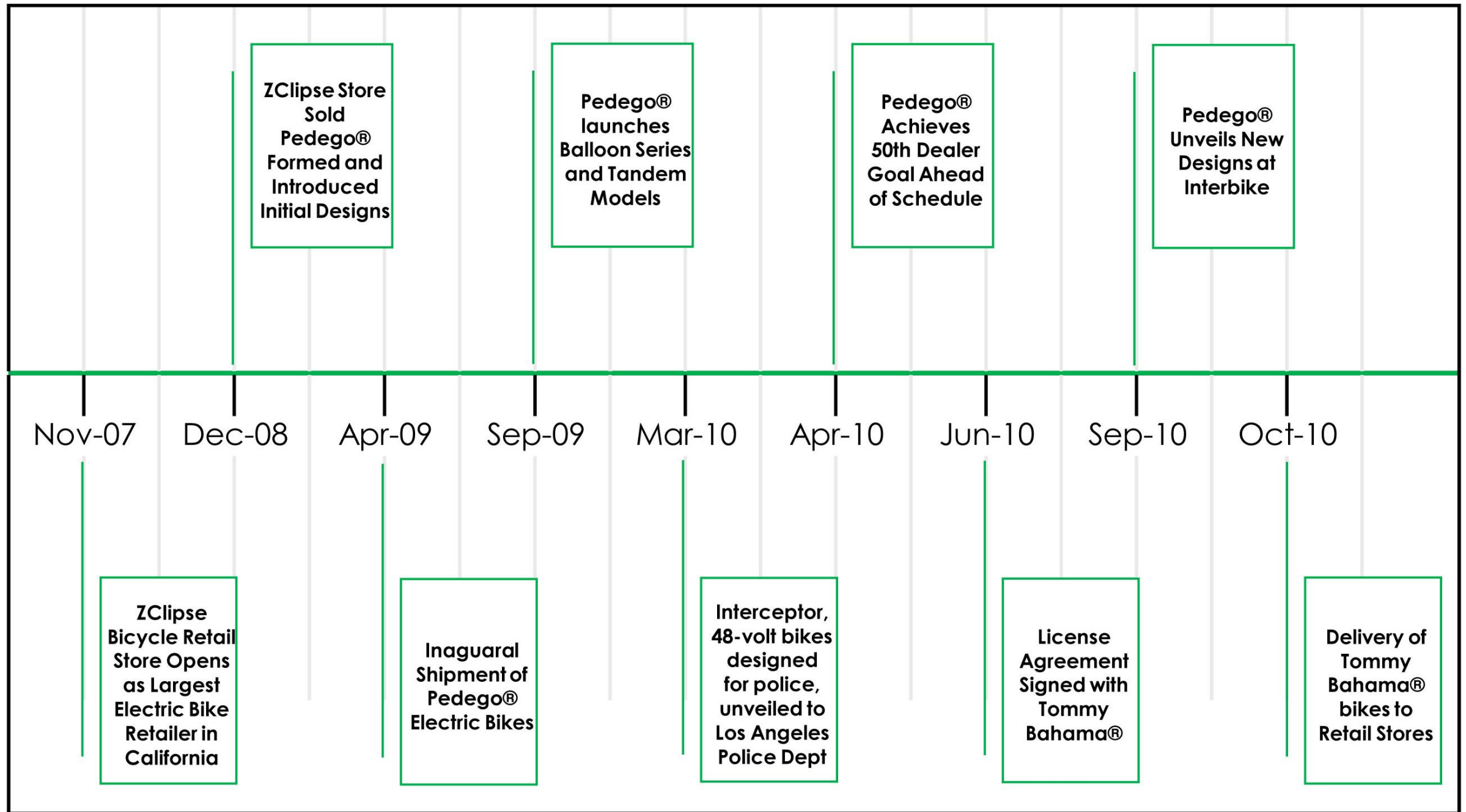
Pedego® designs all of its electric bikes to offer a new and promising alternative form of urban transportation. They provide all the advantages of a regular bicycle: fun, exercise, free parking, zero emissions and freedom from gridlock while eliminating one of the bicycle's more serious drawbacks... lack of speed and power.

Pedego® launched the Comfort Cruiser last year after seeing the popularity of electric bikes soar in Europe and the need for comfortable and fashionable electric bikes in the United States. Besides the retro styling, the Pedego® Comfort Cruisers come in 60 different color combinations with color coordinated wheels and tires. Their newest offerings include the original Electric Tandem Bike and The Interceptor, a high performance version of the ever-popular Comfort Cruiser, designed for the Los Angeles Police Department. It boasts a 48-volt propulsion system for heavier weight riders or those who simply want faster acceleration and better hill climbing capability.

Pedego® offers its products at quality retailers throughout the United States and in Canada. The company is expanding its market presence throughout North America via specialty retailers and quality independent bike shops.

Pedego®....leading the charge! For more information, please visit www.pedegoelectricbikes.com.

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Entrepreneurial Spirit, Innovative Technology, and Fashionable Design Embody Top Execs at Pedego®

Company Cofounders Divide Duties and Strengths

IRVINE, CA – [Pedego®](#), the company that is fast becoming the market leader in electric powered bicycles by combining the latest in electric technology and fashionable design, is managed by two individuals engrained with an entrepreneurial spirit, attuned to the benefits of cutting edge technology, and driven by a flair for fashionable design. The pair, friends since their college days at California State University – Fullerton, blended their backgrounds to create a synergy of leadership to launch the company in 2008.

Don DiCostanzo – Chief Executive Officer

Don DiCostanzo is the entrepreneurial spirit behind the Pedego® Company and brand. A passion for electric bikes was the impetus for seeking out the best designers and engineers in the business to help put his concepts into beautiful 3-dimensional finished designs. In addition to overseeing the day-to-day business functions, incorporating new concepts and establishing a network of certified retailers, Don is also the key decision maker for all marketing, public relations and internet activities.

Don began his professional life at Wynn's, a worldwide public company doing business in over 100 countries. He ended his 20-year career at Wynn's as President, after working his way up through a succession of promotions in sales and marketing. Don's leadership sustained Wynn's position and kept them at the forefront of innovative products and programs for the automotive business. In 2000, Don caught the entrepreneurial bug and launched a series of start-up companies over a period of seven years.

Passionate about electric bikes, Don rides a Pedego® electric bicycle to work and he also rides about 100 miles on weekends exploring bike trails and town centers all over Southern California.

Terrell Sherry – Chief Financial Officer

Terrell (Terry) Sherry is the best friend with a mission, to make Pedego® the number one resource for electric bikes in the United States. His meticulous attention to design details, production, dealer integration and accounting are paramount in helping to garner national attention for the Pedego® brand. In just a few short years, Terry has been instrumental in catapulting an unknown name into the big leagues in the biking world.

His professional background includes 15 years in the mortgage banking industry acting as the President of several firms before starting his own company, Sherry and Associates, which specialized in the automotive industry.

In addition to his duties at Pedego®, Terry is also the publisher of an automotive trade magazine since 2004 and founder of a religious-based website, [E-DiBS.org](#)

Terry enjoys spending his leisure time riding his electric bike throughout California along with his wife of 23 years and their 3 children.

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Tommy Bahama Signs License with Pedego®, LLC for Electric Bikes

Tommy Bahama, the upscale lifestyle brand that captures the essence of luxury island living, is pleased to announce a new licensing agreement with Pedego® to market and manufacture electric bicycles. This agreement is effective immediately.

Pedego will produce a light weight aluminum electric bike in both the classic cruiser and step-thru styles. The manual 6 speed style allows you to navigate various grades while you pedal or you can switch to the lightweight 36 volt lithium battery with the simple flick of the switch and twist of the throttle. The vibrant orange bike features signature details such as custom padded handgrips and an adjustable contour padded seat. With a maximum motor propelled speed of up to 20 mph and approximately 40 miles per charge (depending on rider weight and terrain), the Tommy Bahama electric bikes offer exercise and recreation that is both fun and environmentally friendly.

“As a complete lifestyle brand, we continually look for distinct products that capture the essence of Tommy Bahama.” said Doug Wood, President and COO of Tommy Bahama. “The electric bikes that Pedego is producing for Tommy Bahama are truly unique and offer an exceptionally engaging brand experience.”

The Tommy Bahama electric bicycles will debut at the Interbike International Trade Expo - Booth 5969, September 22-24 at the Sands Expo Center in Las Vegas, NV. The bikes will be available to consumers later this fall with a manufacturer’s suggested retail price of \$2,575. They will be available at select bicycle retailers nationwide. More information is available at www.tommybahamaebikes.com.

“Pedego represents the most premium electric bikes available on the market. The Tommy Bahama brand is known throughout the world for quality products and we are proud to be the manufacturer behind their newly introduced electric bikes. The synergies between our companies and the commitment to offer stylish, well-executed and fun products are what make us a perfect match,” remarked Don DiCostanzo, CEO of Pedego Bicycles.

ABOUT TOMMY BAHAMA

Tommy Bahama is owned by the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, Tommy Bahama is a lifestyle company that defines elegant tropical living with men’s and women’s sportswear, denim, swimwear, accessories and a complete home furnishings collection. Tommy Bahama is available at the country’s finest retailers, including Nordstrom, as well as high profile resort locations around the world. There are over eighty Tommy Bahama’s retail locations across the country, twelve of which include a Tommy Bahama’s restaurant & bar. Additional stores will be opening this year. For more information, please visit www.tommybahama.com

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For Pedego®: Quintessence Int’l 714-717-6857 Roxanne Holland Roxanne@quintl.com



Tommy Bahama
ELECTRIC BIKES



TOMMY BAHAMA
SPECIFICATIONS



Motor	Brushless Gearless Hub Motor on Rear wheel
Power Rating	500 Watt
Drive System	Rear Hub Motor
Batteries	Lithium in a Removable Pack/Double Stack Optional
Amps	15 Ah
Volts	36 Volt
Charger	Smart Charger Included
Gears and Speeds	6 Speed Shimano® Gears and Shimano® Chain
Shifter	Shimano SIS Index® Shifter
Throttle Type	Twist Throttle Variable Speed Control Speed 20 MPH Using Motor Power
Distance	15 - 30 Miles Per Charge (Depending on Rider Weight & Terrain)
Tires	Schwalbe® Fat Frank Balloon Suspension Tires with Kevlar®
Seat	Padded Adjustable Suspension Seat with Matching Stitched Handgrips
Frame Type	6061 Light Weight Aluminum
Handlebars	Cruiser Style with Promax Stem
Braking System	Avid BB-7 Front Disc Brakes and Dia-Compe Rear Hub Brake
Bell	Standard
Battery Indicator	Lighted Indicator on Throttle
Weight	Bicycle Only=55 lbs + Battery Pack=9 lbs
Measurements	Wheel to Wheel -35" W-13" H-39"
Warranty	1 Year



Classic Cruiser

Pedego Electric Bikes



CLASSIC SPECIFICATIONS



Motor	Brushless Gearless Hub Motor on Rear wheel
Power Rating	500 Watt
Drive System	Rear Hub Motor
Batteries	Lithium in a Removable Pack/Double Stack Optional
Amps	Optional 15 Ah
Volts	36 Volt
Charger	Smart Charger Included
Gears and Speeds	6 Speed Shimano® Gears and Shimano® Chain
Shifter	Shimano SIS Index® Shifter
Throttle Type	Twist Throttle Variable Speed Control Speed 20 MPH Using Motor Power
Distance	15 - 30 Miles Per Charge (Depending on Rider Weight & Terrain)
Tires	Schwalbe® Fat Frank Balloon Suspension Tires with Kevlar®
Seat	Padded Adjustable Suspension Seat with Matching Stitched Handgrips
Frame Type	6061 Light Weight Aluminum
Handlebars	Cruiser Style with Promax Stem
Braking System	Avid BB-7 Front Disc Brakes and Dia-Compe Rear Hub Brake
Bell	Standard
Battery Indicator	Lighted Indicator on Throttle
Weight	Bicycle Only=55 lbs + Battery Pack=6 lbs
Measurements	Wheel to Wheel -35" W-13" H-39"
Warranty	1 Year

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Step Thru Comfort Cruiser
Pedego Electric Bikes



STEP-THRU
SPECIFICATIONS



Motor	Brushless Gearless Hub Motor on Rear wheel
Power Rating	500 Watt
Drive System	Rear Hub Motor
Batteries	Lithium in a Removable Pack/Double Stack Optional
Amps	10 Ah Standard
Volts	36 Volt
Charger	Smart Charger Included
Gears and Speeds	6 Speed Shimano® Gears and Shimano® Chain
Shifter	Shimano SIS Index® Shifter
Throttle Type	Twist Throttle Variable Speed Control Speed 20 MPH Using Motor Power Off Road Mode is 25-30 MPH
Distance	15 - 30 Miles Per Charge (Depending on Rider Weight & Terrain)
Tires	Schwalbe® Fat Frank Balloon Suspension Tires with Kevlar®
Seat	Padded Adjustable Suspension Seat with Matching Stitched Handgrips
Frame Type	6061 Light Weight Aluminum
Handlebars	Cruiser Style with Promax Stem
Braking System	Avid BB-7 Front Disc Brakes and Dia-Compe Rear Hub Brake
Bell	Standard
Battery Indicator	Lighted Indicator on Throttle
Weight	Bicycle Only=55 lbs + Battery Pack=6 lbs
Measurements	Wheel to Wheel -35" W-13" H-39"
Warranty	1 Year

Balloon Series

Pedego Electric Bikes



BALLOON SERIES

SPECIFICATIONS



Motor	Brushless Gearless Hub Motor on Rear wheel
Power Rating	500 Watt
Drive System	Rear Hub Motor
Batteries	Lithium in a Removable Pack/Double Stack Optional
Amps	10 Ah Standard/Optional 15 Ah
Volts	36 Volt
Charger	Smart Charger Included
Gears and Speeds	6 Speed Shimano® Gears and Shimano® Chain
Shifter	Shimano SIS Index® Shifter
Throttle Type	Twist Throttle Variable Speed Control Speed 20 MPH Using Motor Power
Distance	15 - 30 Miles Per Charge (Depending on Rider Weight & Terrain)
Tires	Schwalbe® Fat Frank Balloon Suspension Tires with Kevlar®
Seat	Padded Adjustable Suspension Seat with Matching Stitched Handgrips
Frame Type	6061 Light Weight Aluminum
Handlebars	Cruiser Style with Promax Stem
Braking System	Avid BB-7 Front Disc Brakes and Dia-Compe Rear Hub Brake
Bell	Standard
Battery Indicator	Lighted Indicator on Throttle
Weight	Bicycle Only=55 lbs + Battery Pack=6 lbs
Measurements	Wheel to Wheel -35" W-13" H-39"
Warranty	1 Year



Interceptor
Pedego Electric Bikes



INTERCEPTOR
SPECIFICATIONS



Motor	Brushless Gearless Hub Motor on Rear wheel
Power Rating	500 Watt
Drive System	Rear Hub Motor
Batteries	Lithium in a Removable Pack/Double Stack Optional
Amps	10 Ah Standard
Volts	48 Volt
Charger	Smart Charger Included
Gears and Speeds	6 Speed Shimano® Gears and Shimano® Chain
Shifter	Shimano SIS Index® Shifter
Throttle Type	Twist Throttle Variable Speed Control Speed 20 MPH Using Motor Power Off Road Mode is 25-30 MPH
Distance	15 - 30 Miles Per Charge (Depending on Rider Weight & Terrain)
Tires	Schwalbe® Fat Frank Balloon Suspension Tires with Kevlar®
Seat	Padded Adjustable Suspension Seat with Matching Stitched Handgrips
Frame Type	6061 Light Weight Aluminum
Handlebars	Cruiser Style with Promax Stem
Braking System	Avid BB-7 Front Disc Brakes and Dia-Compe Rear Hub Brake
Bell	Standard
Battery Indicator	Lighted Indicator on Throttle
Weight	Bicycle Only=55 lbs + Battery Pack=9 lbs
Measurements	Wheel to Wheel -35" W-13" H-39"
Warranty	1 Year



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