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Huffy® Tour de Facebook
Huffy Corporation Launches Social Media Sweepstakes

(CENTERVILLE, OH) June 9, 2010 – Recreational bike riding is an activity that brings people together. With this in mind, Huffy has launched its first social media sweepstakes. The Huffy Win/Win Sweepstakes promotion gives fans, fun-seekers and every Facebooker alike the opportunity to win a brand new Huffy men's or women's bike -- and one for a friend, too!

"Biking is a great activity for all ages," says Ray Thomson, vice president of marketing for Huffy. "Huffy is here to both support and grow the adult biking community by giving away two Huffy bikes per week to a winner and one of their friends. We're giving fans the opportunity to win each week with the simple click of a button. But it's not just about winning bikes, it's about winning an experience. We want adult riders to know that Huffy is still their ride."

The social media effort, running through July 7, engages directly with Huffy fans through Facebook while complementing the company's current adult bike advertising campaign.

In addition to the chance to win bicycles weekly, Huffy's Facebook page offers Huffy fans the opportunity to interact with each other by selecting and sending virtual Huffy bike "badges." Badge options include Huffy bikes from the 1940's up to today.

For more information on the Huffy Win/Win Sweepstakes and Huffy virtual badges, visit www.facebook.com/HuffyBicycles and click on the Win/Win tab. For more information on Huffy and its extensive collection of men's and women's bikes, visit <http://www.huffy.com>.

About Huffy Corporation

Huffy Corporation is a private company with more than a hundred years of experience in the bicycle business. Its bikes are hallmarks of innovative design, high-quality components, proven durability and time-tested performance. The company offers products for all ages from tricycles, scooters and children's bicycles to BMX, mountain, cruiser and commuter bikes. For more information, visit: <http://www.huffy.com>.

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