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Huffy Corporation CEO Named to Bikes Belong Board of Directors
CEO Bill Smith joins industry leaders in support of bicycling initiatives

CENTERVILLE, OH, May 13, 2010 – Huffy Corporation’s President and Chief Executive Officer Bill Smith has been named to the Board of Directors of the Bikes Belong Coalition.

Bikes Belong promotes bicycling nationally by securing federal funding and awarding grants to improve bicycling infrastructure, sponsor community programs, and ensure cooperation throughout the bicycling industry. Huffy Corporation markets and distributes bicycles bearing the Huffy® brand, one of the most widely recognized consumer brands in the bicycle industry, making this a natural partnership.

“Throughout its history, Huffy Corporation has been involved with helping cycling communities benefit from an expanding trail system, growing safety efforts, racing programs and more. These initiatives show Huffy’s unyielding support of the bicycling industry,” says Bruno Maier, vice president of Bikes Belong. “Bill’s experience and leadership will be a great benefit to our organization.”

Since 1999, Bikes Belong has awarded 203 grants to municipalities and grassroots groups in 48 states and the District of Columbia, investing nearly \$1.6 million in community bicycling projects and leveraging close to \$550 million in federal, state, and private funding. Bikes Belong also provides more than \$1 million in annual cash support to leading national bike advocacy organizations and projects.

“I consider it both an honor and a fundamental calling to help Bikes Belong achieve its critical mission,” said Smith. “This organization works tirelessly to support a wide range of needs facing cycling: building safe cycling routes and programs for children to ride to school, ensuring communities get the support they need to improve and expand bicycling locations and hosting a critical forum for manufacturers and suppliers to work toward these important goals. I believe Huffy can play a major role in helping Bikes Belong to achieve these goals and more.”

About Huffy Corporation

Huffy Corporation is a private company with more than a hundred years of experience in the bicycle business. 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>.

About Bikes Belong

Bikes Belong Coalition is the U.S. bicycle industry organization dedicated to getting more people riding bikes more often. Bikes Belong works to increase federal bike funding, awards grants to support innovative bike projects, promotes bicycling and its benefits, and backs crucial national efforts such as Safe Routes to School, Bicycle Friendly Communities, and the National Bike Summit. The affiliated 501c3 certified Bikes Belong Foundation focuses on improving bicycle safety and enhancing children’s bike programs. For more information, visit: <http://www.bikesbelong.org>.

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