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Huffy Ad Campaign Connects with Adult Bike Riders
Links Hip Nostalgia with Need for Comfort, Durability

(CENTERVILLE, OH) April 16, 2010 – Huffy Corporation, the most widely recognized consumer brand in the bicycle industry, has invested in a new print advertising campaign designed to connect with the adult bike rider. The “*Still Your Ride*” campaign will feature full-page ads to run in *People*, *ESPN*, and *National Geographic* between April and October.

Millions of adults purchase Huffy bicycles each year. Many of those bikes are cruisers, featured in the new ad campaign. The cruisers have a fresh, contemporary look and a variety of upgraded components. The classic cruiser bike style, which Huffy has produced for decades, remains intact. But today’s Huffy cruiser looks and rides like a whole new bike with updated colors and designs as well as improved components for a more comfortable ride such as the padded spring saddle, easy riding wide tires and upright-style handlebar.

“Cruiser bikes are a favorite choice for people of all ages because they are fun to ride. Nothing is complicated about riding cruisers because they have easy-to-use coaster brakes and are generally just one speed. You hop on a cruiser bike and smile because it just feels great. The fun part is what makes them timeless,” explains Ray Thomson, Vice President of Marketing for Huffy Corporation.

The ad campaign, which is set to deliver more than 268 million impressions, is a significant advertising investment compared to competitors in the category. Huffy also plans to launch a social media effort in May to directly engage consumers online. The print and social media campaigns were produced for Huffy by Brunner.

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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