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NEWS RELEASE

FOR IMMEDIATE RELEASE

**BIKESTATION SANTA BARBARA INVITES PUBLIC TO CELEBRATE
NATIONAL BIKE MONTH WITH *BIKE-TO-BIKESTATION DAY* TO INSPIRE
BICYCLE TRANSIT AND ALTERNATIVE TRANSPORTATION**

*Announcing New Membership Benefits Through Partnership with WheelHouse, Bikestation
Celebrates CycleMAYnia With Free Bike Parking, Tours and Breakfast*

Santa Barbara/Long Beach, Calif., May 5, 2010 — Celebrating CycleMAYnia and National Bike Month, Bikestation Santa Barbara today announced *Bike-to-Bikestation Day* on Wednesday, May 12. The public is invited to ride their bikes downtown and enjoy free bike parking, tours of Bikestation and a continental breakfast. Bikestation Santa Barbara encourages bicycle transit by addressing the most common concerns people have with cycling – inconvenience and theft. Bikestation Santa Barbara provides safe indoor bike parking and a variety of amenities, including restrooms, showers, lockers, a self-repair station with air, and retail accessory sales. Bikestation Santa Barbara also announced today new expanded valet bike repair, rental services and discounts on retail bike products available through a partnership with nearby WheelHouse. Santa Barbara is at the forefront of developing bicycle transit infrastructure to make bike commuting possible for more people.

“Santa Barbara has an exceptional biking culture and Bikestation Santa Barbara has been such a valuable part of our biking community here, offering great amenities to cyclists to make bicycle commuting more convenient for more people. We’re thrilled to partner with them now to expand their offering further by providing their users with our expert repair services, bike rentals and more,” said Erik Wright, co-owner, WheelHouse.

“*Bike-to-Bikestation Day* and our other CycleMAYnia events demonstrate our commitment to the liveable, walkable, bikeable community we’ve built in Santa Barbara,” said Helene Schneider, Mayor of the City of Santa Barbara. “Santa Barbara has pioneered bicycling infrastructure to enable bike transit and transportation alternatives for our community, reduce our emissions, and improve our community health. We’ve been at the forefront of this movement and hope our efforts will inspire even more people to bike to work, school and recreation.”

Free parking, tours of Bikestation, and breakfast will be available on Wednesday, May 12 beginning at 7:00 a.m. at Bikestation Santa Barbara, 1219 Anacapa Street. Government officials will speak at 8:00 a.m. about Santa Barbara’s focus on alternative transit and creating a liveable, bikeable community. Free bike parking for non-members will be available until 6:00 p.m.

Memberships are available for purchase at www.bikestation.com. Membership includes 24/7 electronic access to Bikestation Santa Barbara and all of the other Bikestation locations across the country, including those in Claremont, Covina, Long Beach, Palo Alto and Washington D.C. Memberships are available for \$96 per year; \$12 per month; or \$1 per day sold in packs of 10, plus a \$20 annual administrative fee. For the month of May, Bikestation will waive the \$20 annual fee for new members who sign up online using promo code "SPRING." Corporate memberships are also available.

"Corporate memberships allow companies to offer employees access to free bike parking and the range of Bikestation services," said Andrea White-Kjoss, president and CEO of Mobis Transportation/Bikestation. "IRS reimbursements and incentives are offered through the Bicycle Commuter Act and employers who offer bicycle commuting are eligible for a variety of health insurance discounts by promoting and enabling active, healthy lifestyles for employees."

About WheelHouse

WheelHouse is a lifestyle bicycle shop dedicated to selling practical and useful bicycles, accessories, and apparel. While other bike shops specialize in high end road and mountain bikes. WheelHouse offers a friendly, inviting retail space specializing in city, commuting and cargo carrying bikes. The kind of bikes that come with racks, kickstands, chain-guards and lights. The kind of bikes that are easy and fun to ride, need little maintenance, and last a long time. With a knowledgeable staff that's happy to answer any cycling question under the (Santa Barbara) sun, finding the right bike for the daily commute, grocery runs, cross-campus jaunt or small business deliveries is easy and non-intimidating. WheelHouse also offers a full service repair shop and bike rentals. More information on WheelHouse can be found at www.wheelhousebikes.com or (805) 845-6547.

About Bikestation

[Bikestation](http://www.bikestation.com) is a brand licensed by Mobis Transportation Alternatives, a consulting, development and management firm that helps clients develop sustainable bicycle and other alternative [multimodal transportation](http://www.bikestation.com) infrastructure systems from inception through construction, operations and maintenance. Mobis was founded with the goal to reduce [traffic congestion](http://www.bikestation.com) and vehicular emissions, improve access to mass transit and offer meaningful mobility choices. With over 14 years experience and deep operational expertise, Mobis stands apart as one of the world's leading experts in making multimodal transportation a reality. Mobis/Bikestation has headquarters in Long Beach, Calif. More information on Bikestation can be found at www.mobisinc.com and www.bikestation.com or by calling at 562-733-0106, or by e-mailing info@bikestation.com.