

Press release
July 21, 2010

KKLD* is the global lead agency for Cervélo and is launching an online store

KKLD* is the global lead agency for Cervélo, the world market leader in time trial and triathlon bicycles as well as one of the most innovative manufacturers of high-performance racing bikes. The young brand stands for technological leadership and an uncompromising quest for quality through intensive materials research and cutting-edge testing and production methods. Cervélo's commitment extends to its role as the only bike maker with its own pro team, the Cervélo TestTeam, which has participated in all major races, including a highly successful performance in the ongoing Tour de France. The insights gained through the racing division flow directly into serial production.

The KKLD* creative agency, based in New York and Berlin, has served as lead agency for Cervélo since the beginning of the year, turning its client's demanding quality standards into the foundation of effective PR measures. An update of the brand identity followed a relaunch of the Cervélo internet site in early 2010 (<http://www.cervelo.com>). The new site uses minimalist, product-centered visuals to present the core values of the brand: innovation, authenticity and passion.

The website offers numerous functions and services, including novel search tools for products and dealers, a news ticker updated daily, a blog with entries from the TestTeam racing pros and the company's founders, an award-winning video portal, the racing calendar, a Google mashup and the 360° bike viewer.

KKLD* also launched an online store (<http://shop.cervelo.com/>) recently, offering functional garments and accessories. It is initially available for customers in the USA and Canada and offers the exclusive chance for bike racing fans to buy the current garment collection worn by the Cervélo TestTeam. Renowned bike garment maker Castelli is handling the shipping logistics.

KKLD* has naturally also conceived a strategy for Cervélo's social media activities. Both the manufacturer and the TestTeam itself now maintain popular accounts on Twitter, Facebook, Youtube and iTunes, with between 50,000 fans and followers. Cervélo's high quality standards apply here as well, making it one of the leading sports brands in the area of social media.

Clemens Zimmermann, Global Marketing Director at Cervélo, praises the collaboration: "Cervélo is an exclusive, outstandingly well positioned brand in the bike racing field and one that is defined above all else by its technology. That means that neither print nor TV can be our lead medium, it's clear that it has to be the web. When we started working with KKLD* in November 2009, we gained a partner who understands the rules of the game perfectly. The Berlin-based team was one of the first agencies in

Germany to grasp that the internet has become more than just one among various communication channels. The internet's ability to handle heavily fractured demographics puts it well along the path to a digital parallel universe. Thanks to the support of KKLD* we've been one of the few in our industry to take advantage of the web's full breadth and width. We're using various tools – vodcast, newsfeed, product viewer, webshop and social media – to find our way directly to the consumer, transparently and measurably yet with no wasted coverage. The surfing behavior data prepared by KKLD* is a helpful aid in managerial decision making. It's complemented by a straightforward visual implementation that intentionally does away with bells and whistles and instead provides a perfect supplement to the functional beauty of our products."

About KKLD* (<http://www.kkld.net>)

KKLD* is among the most innovative agencies in digital marketing. For more than five years the creative agency has been advising its customers on marketing and communications strategy, and is responsible for the conceptualization, design and implementation of global advertising and social media campaigns across various media. KKLD* has headquarters in Berlin and New York and focuses on the development and support of global social media sites. It serves as lead agency for a broad portfolio of clients, including the worldwide social media activities of BMW Group brands BMW, BMW motorcycles and MINI. Its own start-up www.architizer.com launched recently in New York with Marc Kushner has rapidly become the leading global social network for architects and interior designers.

The creative agency, winners of numerous prizes and awards, composes its cross-media concepts in the advertising, digital and event fields in cooperation with designers, digital experts, musicians, architects and producers. Among its best known customers are names like MINI, BMW, BAYER, Cervélo, Finland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa and Sage.

Press contact KKLD*:

Ricarda Romain, KKLD* GmbH, Neue Schönhauser Straße 2, 10178 Berlin, Germany
r.romain@kkld.net, phone +49 (0)30 80 20 80 944, Fax +49 (0)30 80 20 80 969,
<http://www.kkld.net>

About Cervélo (<http://www.cervelo.com>)

Cervélo is a Canadian bicycle maker founded in 1995 by Phil White and Gérard Vroomen. Cervélo has since become the world's largest maker of time trial and triathlon bikes and one of the leading manufacturers of high-performance racing bikes. In 1996 it produced the first carbon frames weighing less than a kilogram that were compatible with mass production techniques.

In 2009 Cervélo became the only bike maker to maintain its own racing squad, the Cervélo TestTeam, which is currently enjoying a successful run in the Tour de France. Among the big names on the team are Tour de France winner Carlos Sastre, 2009 Green Jersey winner Thor Hushovd, Heinrich Haussler, Xavier Tondo and Theo Bos.

At the Olympic Games in Peking more than forty top athletes competed on Cervélo cycles, including the winners of three gold, five silver and two bronze medals.