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MEDIA RELEASE

Salsa Cycles Getting Down and Dirty in Kansas

Salsa Cycles has signed on as the chief sponsor for the 2010 Dirty Kanza 200 (DK200), an ultra-endurance bike race held in Kansas. Leaving from Emporia, as many as 150 riders will race 200 miles of gravel, looping through the Flint Hills region of east-central Kansas. They'll encounter big hills, rough roads, high temperatures and strong winds. In 2009, just 15 of 85 racers completed an especially difficult race.

"The Dirty Kanza is one of the premier ultra-endurance gravel races in the United States and we are proud to be associated with it," said Salsa marketing manager Mike Riemer. "It offers an extreme challenge for serious cyclists."

Jim Cummins, co-promoter of the DK200, expressed excitement at Salsa's involvement, saying, "One of our primary objectives was to identify a cycling company with which we could create a long-term relationship...their company philosophy, fantastic products and great people make them the perfect sponsor."

"The Dirty Kanza embodies one of our core beliefs: that adventure can happen anywhere," said Jason Boucher, Salsa general manager. "Combine a bike with a remote place and you've got an epic ride."

Registration for the DK200 opens January 10.

About Salsa Cycles

Salsa Cycles is a premier manufacturer of cycling frames, components and clothing. For 27 years, the privately owned, Minneapolis-based company has built a reputation on its exceptional bicycling frames and related products. Find Salsa on the web at www.salsacycles.com. For more information contact Salsa marketing manager Mike Riemer at 952-229-5043, extension 1369, or via email: miker@salsacycles.com.

About the Dirty Kanza 200

First pedaled in 2006, the Dirty Kanza 200 is an epic gravel road race through some of the Kansas Flint Hills' most scenic countryside. Organized by Heartland Sports Promotions (HSP), the mission of the race is to give participants a truly life-enriching experience. For more information on the Dirty Kanza 200 visit www.dirtykanza200.com, or for more information on racing and events in the Midwest, visit HSP at www.heartlandrace.com.

