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FirstBIKE™

EUROPE'S FIRSTBIKE TO "PEDAL" ITS WAY SMOOTHLY AND WITH FLAIR THROUGH AISLES OF TOY FAIR

*Internationally Acclaimed Two-Wheel Training Bike
Is Intuitive For Safe Balancing While Boosting Self Confidence*

Millersburg, PA (January 16, 2013) -- Watching beginner pedal pushers in any country is the same -- little feet hitting the right combination of balance and bike. But getting it right the first few times (without bruising self-confidence or knees) has finally been figured out by a German cyclist and product designer. Instead of using training wheels or inflexible materials, he began his design without pedals and with a flexible and durable high-tech frame! Now tots who train on FirstBIKE™ -- which features a seat that can be easily adjusted without tools to the exact height of the preschooler -- are afforded safety, balance and pride from the start. As cycling skills are acquired, height and brake sensitivity can be further adjusted (FirstBIKE is designed for ages 22 months to 5 years). FirstBIKE can truly claim to be the safest balance bike on the street, from Berlin to Biloxi.

While wood and metal balance bikes have staked their claim in the U.S., they can't be kept outside or safely ridden in wet weather, plus their hard seats and pokey metal screws and bolts can hurt small children. Their metal parts tend to rust and wood splinters, meaning these competing products aren't very safe or durable. Most lack a brake, or if they have one it's typically a rear V-brake which can be unsafe for children. The FirstBIKEs are loaded with safety and durability features to make these the best balance bikes anywhere. After children have learned on a FirstBIKE (until age 5) they can ride a regular bike with pedals.

FirstBIKE will cycle its unique composite (not common plastic, metal or wood) frame, tires and colors at Booth 5042 at the American International Toy Fair. The frame gives it flex for comfort and posture support, strength for durability and is rust- and splinter-proof. Recently seen by U.S. retailers at ABC Kids Expo in October, the bike that intuitively allows tots to balance from their first try has won a basketful of accolades from Parent Tested Parent Approved (PTPA) and Dr. Toy to Creative Child Magazine and The Toy Man in the last few months.



Perhaps the best review for FirstBIKE comes from The Toy Man who wrote in his synopsis, "this expedient cycle is the ideal companion for walks and discovery journeys, because young children can already keep up with their parents' walking speed without trouble." He then employed a Plastics Engineer, BS, MA, and PhD, who compared FirstBIKE to a limo ride!

"A limousine ride designed for toddlers...that's literally what the FirstBIKE is. The streamlined lightweight FRP (GFT™) frame combined with the profound symmetry of

frame, fork, saddle and wheels affords a child a more than reasonably smooth ride. The comfort of a riding experience devoid of high impact to any part of their body is a residual result."

"For retailers, the FirstBIKE is a new artery of substantial sales just waiting to be discovered. For the consumer, the FirstBIKE is the safety net they've been waiting for. It is the perfect enticement to draw a child to take their

first steps in learning how to balance on a bike safely. No bumps and bruises with the FirstBIKE™, just a well built bike and lots of fun."

Read The Toy Man's extensive report full of 5-star ratings, consumer and expert opinions at http://childsafes.com/t_evaluation_summaries.php?p=FirstBIKE+Balance+Training+Bikes.

As its American website, www.FirstBIKE.us proclaims this two-wheeler is all about a first sense of balance, first sense of fun and first sense of adventure. Parents will be impressed with the first impression of the handsome design. Online consumers can choose bike and tire options plus bicycle accessories to match the personality of the child. Color options, a LowKit™ lowering kit, baskets, bells and more make FirstBIKE a work of art, function and safety. To get revved up about how cool and fun the bikes are, check out the videos at www.firstbike.us on the home page.

Only the highest quality materials are used for every FirstBIKE including a high-tech injection-molded composite frame that doesn't scratch, splinter, swell or rust thanks to its frame and fork made from 30% glass fiber reinforced nylon composite! This extremely lightweight model is durable and easy to carry. The adjustable tools-free seat with a special shock absorbent, grippy horse-saddle design provides for maximum comfort and stability for little bottoms. An optional LowKit allows preschoolers to ride from the start (as young as 22 months) as the seat can be adjusted to the precise height of the child. The bikes are the only balance bikes to feature adjustable, child-friendly, sealed rear drum brakes (no V-brakes).

Look for four FirstBIKE models that can be personalized to be available online and in retail shops in 2013 -- Street, Cross, Racing and Limited. All tires are world-renowned Schwalbe tires and the upgraded Racing and Limited models feature top-of-the-line Schwalbe Big Apple tires. Colors vary with models and range from pink and green to silver and orange.

FirstBIKE Street • Ages 2+ • \$159.99

Quality designed in Germany by cycling professionals, FirstBIKE offers all of the most desirable safety features and uses the highest quality materials and components. The Street model has air tires ideal for urban areas with concrete, stone or packed dirt surfaces. Choose colors ranging from Street Pink, Blue, Red and Green.



FirstBIKE Cross • Ages 2+ • \$159.99

With air tires ideal for off-road conditions with mostly grass, gravel, or loose dirt surfaces. Comes in colors Cross Red or Cross Silver. Like all models, the air tires provide excellent grip on all surfaces.

FirstBIKE Racing • Ages 2+ • \$179.99

Features upgraded Big Apple tires for maximum traction on any surface. Available in Racing Red or Green.

FirstBIKE Limited • Ages 2+ • \$199.99

With limited edition colors and upgraded Big Apple tires for maximum traction on any surface. Choose between Limited Blue or Limited Orange.



FirstBIKE Accessories

• from \$8.99 & up

Choose from baskets, bells and LowKit lowering kit to customize the bike.



At the bicycle blog *Two Wheeling Tots.com* adjectives like "glide like butter" gush throughout their FirstBIKE review:

FirstBIKE is an award-winning German-designed bike that has recently made its way to the US. As one who currently owns more balance bikes than pairs of shoes, I can honestly say it not only walks a good walk, it redefines what a good walk is. From its industrial-grade sealed bearings that glide like butter, to its weather resistant composite frame with a lifetime guarantee, it is quite simply the best all-around and indeed safest balance bike on the market.

Already a winner in Europe, FirstBIKE has recently garnered an impressive array of American industry prizes including Creative Child Magazine 2012 Product of the Year, Creative Child 2012 Top Toy of the Year Award, Dr. Toy 100 Best Children's Products, Dr. Toy 10 Best Active Products, The National Parenting Center Seal of Approval, The Toy Man Award of Excellence, The Toy Man eChoice Award, The Toy Man S.T.E.M Award, Parent Tested Parent Approved Award and Tillywig Top Fun Award.

Wrote one grateful mom selected by Parent Tested Parent Approved:

My son has been struggling to ride a bike all summer long. His brother was a quick learner when it came to pedaling, but his younger brother just doesn't seem to get it. The FirstBIKE is perfect for my 3 year old. I love that it looks just like a regular bike minus the pedals. It is sleek and cool; perfect for a child who wants to 'fit in' (like my 3 year old) without having to feel embarrassed by falling. It took about a week for him to pick up the concept of the FirstBIKE, simply because we have been constantly pushing the idea of pedals on him I think. Once he was passed the fact that you could 'walk it' we were fine. Now, 3 weeks later he is a pro!! Flying down the street and even lifting his feet and balancing on his own! His older brother even pesters him for a ride on it. He has gone from geek to chic on our street!

ABOUT THE FIRSTBIKE CO., INC.

The FirstBIKE Co., Inc., is the U.S. distribution arm of FirstBIKE Worldwide, which is headquartered in The Netherlands and has EU-supervised manufacturing facilities in Taiwan. All bikes are CE compliant, TÜV certified, and meet or exceed all EU and U.S. safety standards.

Ralf Coerschulte, an avid German cyclist, product designer, and father, developed FirstBIKE with one goal: to build the best balance bike for younger children, allowing them to learn to ride a bike intuitively and without stress. After years of fine-tuning and testing, he succeeded in creating a unique product that is deemed to be the safest in its category in terms of supporting a child's physical development. FirstBIKE has also proven to be a great helper when it comes to the development of a child's self-confidence, and enjoyment of learning.

Every FirstBIKE proudly comes with a Lifetime Warranty on the frame and fork and a 5-year warranty on all other parts. To purchase or browse, see their website at www.FirstBIKE.us.