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MIKE'S BIKES ROLLS INTO FOLSOM

New Shop Marks the 12th Location for Mike's Bikes

Contact: Ken Martin
Founder & CEO, Mike's Bikes
ken.martin@mikesbikes.com

Novato, CA – Mike's Bikes has reached an acquisition agreement with Bicycles Plus of Folsom and both parties are excited to rebrand the shop as Mike's Bikes of Folsom on Saturday, October 10th. Mike's Bikes has built a strong customer base in the Greater Sacramento Area since opening their downtown Sacramento shop in 2006.

John Crews, founder of Bicycles Plus, began reaching out to Mike's Bikes over the past several months as he recognized they were the best local owner and operator to revitalize the bike shop he started in 1988. Regarding the deal, John said, *"When I started considering potential suitors for Bicycles Plus, Mike's Bikes was the first call I made. I care deeply about my employees and what we have built here in Folsom and I know that Mike's Bikes shares the same values for their employees and the cycling community."*

Mike's Bikes Founder & CEO, Ken Martin, was thrilled to welcome the current staff into the Mike's Bikes family that now includes 12 stores and over 250 employees. *"John Crews and I go way back,"* said Ken Martin, *"and he had hinted about this opportunity on a few occasions. As we started to get into the details, it was evident that the timing was right. We just welcomed the entire staff of Bicycles Plus to the Mike's Bikes culture at our annual company picnic and look forward to working with them as we transition the shop to Mike's Bikes of Folsom."*

Mike's Bikes has been extremely impressed by the local success of Bicycles Plus to strengthen the cycling commuting through events, advocacy, and team sponsorships and looks to build upon those efforts. They will also offer employment to all current employees. Visit the new Mike's Bikes of Folsom opening Saturday, October 10th located at 705 Gold Lake Drive in the Folsom Historic District.

About Mike's Bikes

Mike's Bikes currently operates 12 stores throughout Northern California, and is the largest local bike shop in America. Mike's employs over 250 cycling enthusiasts locally, including 40 at their Novato headquarters. In 2015, Mike's Bikes was named a Best Place to Work by the North Bay Business Journal. For additional information about Mike's Bikes, visit www.mikesbikes.com.

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