



PRESS RELEASE

Sympatex Technologies GmbH:

Sympatex sponsors BrandNew Award at the Bike EXPO

Unterföhring / Munich, 14 June 2010: This year, the BrandNew Awards will also be presented at the Bike EXPO in Munich for the first time. Sympatex, the specialist for high-tech functional systems, supports the biggest competition for young businesspeople in the field of new inventions for the bike industry. By doing this, the company emphasises its own commitment on the bike sector, which also becomes evident by the growing number of cooperation partners.

Sympatex stands for best performance and maximum ecology – and it is exactly this combination that convinces more and more high-quality brands in the bike industry.

The young bike and snowboard brand Maloja has been working with Sympatex since the beginning of 2009 and presents the second joint bikewear collection at the Bike EXPO. The brands VAUDE, Ziener and Zimtstern have also found the ideal partner being Sympatex and will present their first functional bike collection with a Sympatex equipment in spring/summer 2011. Sympatex will present the collection of its partners at the BrandNew Village in Hall C3.

The Sympatex membrane is not only perfectly breathable and 100% windproof and waterproof, it is also made of polyether-ester that represents no health hazard and is therefore absolutely environmentally friendly and skin friendly and recyclable like a PET bottle.

The BrandNew Award was presented for the first time at the ispo Munich ten years ago, and it has been an indicator for future trends ever since. At the Bike EXPO, the awards will be presented for different categories of the bike industry. A jury of experts will choose the finalists and winners who will be present at the fair's BrandNew Village from 22 July to 25 July 2010.



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