

# Profile Design® and Fuel Belt® Announce Strategic Partnership

Profile Design® ([www.profile-design.com](http://www.profile-design.com)), a leading manufacturer of triathlon and road biking components has, announced a multiyear partnership with Fuel Belt® ([www.fuelbelt.com](http://www.fuelbelt.com)), makers of innovative hydration belts and accessories for runners and cyclists. The partnership will allow Profile Design to distribute a branded version of Fuel Belt products to independent bicycle dealers in North America. The combination of Profile Design's powerful line of cycling products, clothing and accessories and Fuel Belt's industry leading hydration belts and running accessory technology should meet a wide range of multi-sport customer needs previously unavailable in bike shops.

Also included as a component of the agreement, Profile Design will become a highly valued distributor of Gatorade Endurance Formula to cycling and multi-sport retailers. Gatorade Endurance Formula is specifically designed to optimize hydration by encouraging drinking and superior fluid retention.

“Our goal is to provide our customers with the best triathlon and road biking products in the world, and for ten years, Fuel Belt has been doing just that for their customers with hydration belts,” said Steve Tang, Profile Design's Operations Manager. “we think Profile Design's distribution network, commitment to quality and sales force will translate into success for this partnership.”

“We are thrilled to have such an innovative company as a partner,” said Steve Johnson, Profile Design's Domestic Sales Manager “Fuel Belt has pushed innovative hydration belt design and has been know for fresh ideas and approaches. We look forward to collaborating on new products and offering our customers a top of the line hydration and accessories option.”

“Because Profile Design has successfully partnered with Bellwether Cyclewear and Titec for many years, we feel like this will be a smooth transition. The experience gained with those brands has really paved the way from a distribution and co-branding standpoint,” said Steve Johnson.

“I have followed the history of Profile Design since their earliest days and have the highest respect for their innovative products and the incredible network they have established. This partnership will allow us to focus on product innovation and the highest levels of service to our customers across multiple channels. As the hydration category leader, we couldn't have found a better partner than Profile Design,” said Vinu Malik, Fuel Belt's President and 24-time Ironman finisher.

Fuel Belt created the category of hydration belts with its inception in 1997. Fuel Belt products have always been designed, tested and put into the field by professional athletes. In addition to hydration belts, the current collection of bottle carriers, race belt number holders, bike nutrition boxes and reflective vests a complete line of accessories for multi-sport athletes.