



FOR IMMEDIATE RELEASE

Contact: Brent Tongco, btongco@bcycle.com, 920.478.2191 x12686

B-cycle Connects Annual Memberships Access Across Bike Share Systems in 15 Cities

"B-connected" Initiative Provides Usage Between Multiple Bike Share Systems

(Waterloo, WI – March 20, 2013) B-cycle, one of the nation's leading providers of bike sharing systems, today announced its "B-connected" annual membership initiative between 15 of its B-cycle systems. Starting today, annual members traveling to specified B-cycle systems across the U.S. can use their annual membership to check out bikes in any of the participating cities just as they do in their home city.

Participating B-cycle locations include:

- Denver, CO
- Boulder, CO
- Madison, WI
- San Antonio, TX
- Houston, TX
- Spartanburg, SC
- Charlotte, NC
- Des Moines, IA
- Kansas City, MO
- Omaha, NE
- Nashville, TN
- Kailua, HI
- Broward County, FL.
- Fort Worth, TX
(launching Spring)
- Salt Lake City, UT
(launching Spring)

"B-cycle is excited to launch this one-of-a-kind program in participating B-cycle cities," said Bob Burns, President of B-cycle, LLC. "B-connected provides unprecedented access to 15 B-cycle systems across the U.S., empowering annual members to experience visiting cities by bike versus by car. There's no better way to explore a city than on a B-cycle."

B-cycle launched its initial B-connected functionality back in March 2012 between Denver and Boulder, CO. Madison, WI joined in September. This pilot proved successful, providing users with this extra benefit to their annual membership. Usage fees are billed to the user by the B-cycle system where the trip took place.

The process for annual members to connect to visiting cities is simple:

1. Bring your **B-card** and **credit card** that is linked to your annual membership to another city that is part of the B-connected group.
2. On your **first** visit to a station in that city, visit the kiosk and select "No" on the screen which asks if you would like to purchase 24-hour Access. Swipe your credit card associated with your account. Accept the user agreement for that city's system.
3. **Voila!** – You are ready to ride a B-cycle in that city!
4. All subsequent checkouts in that city can be done using your **B-card** at the dock, just as you do in your home city.
5. This process will need to be done the first time you visit a new B-connected city.

B-cycle annual memberships can be purchased online at the individual B-cycle city websites accessed through the national site at www.bcycle.com. Since the B-cycle program began in April 2010, B-cycle members have taken more than 755,000 bike trips, traveling more than 1.7 million miles, saving more than 118,000 gallons of gas with a carbon offset of more than 2.3 million pounds, burning some 48.5 million calories to lose more than 14,000 pounds! B-cycle hopes to increase these numbers at an even higher rate with this expansion of B-connected. For more information, visit www.bcycle.com.

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About B-cycle:

B-cycle is a joint venture between Trek Bicycle Corporation, Humana Inc. and Crispin Porter + Bogusky. Formed in 2008 for the express purpose of bringing public bike sharing to North America, B-cycle will be operating in 19 locations by the spring of 2013. For more information, visit www.bcycle.com. Follow B-cycle on Facebook (www.facebook.com/Bcycle) and Twitter (www.twitter.com/bcycle).