



November 15, 2006- 4Down Distribution is proud to announce the addition of four successful brands to its growing range of BMX goods. Effective as of January 1, 2007, 4Down Distribution will be responsible for the exclusive U.K. distribution of S&M Bikes, Fit Bike Co., Metal Bikes and Revenge Industries.

The four brands, housed under the S&M Bikes flag in Santa Ana, California, offer a wide range of products, from high-end U.S. made frames, forks and handlebars (S&M, Fit, Metal), to a full line of complete bikes (Fit), to high-end components (Revenge Industries).

Over the past 20 years, S&M Bikes has become synonymous with cutting edge BMX technology and charismatic riders. The brand, founded by Chris Moeller, is at the forefront of American-made in-house frame, fork, handlebar and stem production. Represented by an eclectic mix of racers, flatlanders, street and dirt riders such as Josh Stricker, Matt Beringer, Brian Wizmerski, Cory Nastazio, Rob Wise, Amos Burke and Bob Scerbo, S&M's dedication to every discipline of riding is second to none.

Fit Bike Co. is the product of legendary BMX personality Robbie Morales. Represented by an unstoppable team (which includes Mike Aitken, Brian Foster, Van Homan, Chase Hawk and Edwin Delarosa), Fit has been operating for just over six years, and their range of products includes high-end American made signature frames, a full range of complete bikes, and a full line of affordable frames, forks, handlebars, components and softgoods.

Having just entered the fold almost two years ago, Metal Bikes is the newest member of the S&M family. Represented by Jimmy Levan, Sean Burns and a revolving cast of characters, the Metal Bikes line consists of high-end American made frames and handlebars, in addition to components and a wide range of softgoods.

Revenge Industries is the in-house component brand run by S&M Customer Service head Sean McKinney. Infamous for his outspoken demeanour, McKinney developed Revenge as a means of expression. The Revenge line includes high-end brakes, a complete 26" Cruiser, casual beach footwear, grips and handlebars.

Beginning in January of 2007, 4Down Distribution will bring these four brands to dealers throughout the U.K. and Ireland. In the coming months, 4Down Distribution will also announce plans for restructured U.K. teams under the S&M and Fit brands, in addition to any immediate promotional plans

4Down Distribution is the exclusive U.K. distributor of United Bike Co., A Bike Co., FBM Bike Co., Coalition, Lavar, Bicycle Union, Lord, Attila Bikes, Shitluck Clothing and Odessa Footwear. Beginning in January of 2007, S&M, Fit, Metal and Revenge Industries will join the range. Established in March 2006, 4Down Distribution's close knit family of brands aims to serve the unique needs of the discerning U.K. BMX consumer.

For further information on the addition of S&M, Fit, Metal and Revenge Industries to the 4Down family, please log onto www.4downdistribution.com. Interested dealers may contact Dan and Tom at info@4downdistribution.com.

For further information on S&M Bikes, log onto www.sandmbikes.com, for further info on Fit Bike Co., log onto www.fitbikeco.com, for further info on Metal Bikes, log onto www.metalbikesbmx.com

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