



CYCLING COMPONENTS DESIGNED FOR SPEED.

MEDIA RELEASE

Profile Design LLC

2677 El Presidio St

Long Beach, CA 90810

SPEED HAS A NEW HOME: PROFILE DESIGN LAUNCHES NEW WEBSITE

Long Beach, California | March 23, 2015

Profile Design has launched its redesigned website, www.profile-design.com, a critical component of its digital strategy designed to enhance the global product experience.

The new, refreshed look easily brings the unique technical features that typify the Profile Design product line to the forefront. Large, bold product highlights and striking photography enliven the product experience. Larissa Lewis, Marketing Manager with Profile Design, commented on the inspiration for the project: "For nearly three decades, Profile Design has pushed the limits and made the bold moves to increase cycling performance on the sport's most captivating stages. The rich sense of liveliness in our sports is spellbinding. We wanted a website that not only exhibits Profile Design's smart and compelling product features, but is also fueled by the bold graphics and powerful experiences that make our sports so compelling."

The new website deploys many new functions to accommodate a global market. The site can be curated based on location to highlight relevant content and news, or products most popular in that region. A user's location can also activate regional sales tools. "Profile Design is a global company. It is critical for us to cultivate digital platforms that can instantaneously adapt content and selling features for all the areas of the world where Profile Design is distributed." The site is also built on a responsive platform to enhance the site experience across all devices.

"Profile Design is always innovating, and the drive behind our digital initiative this year is no different. We will be launching many new features and fine-tuning to give visitors a top experience and further extend our tradition of top customer service into the digital space."

Profile Design invites athletes worldwide to explore at www.profile-design.com and take a closer look at the site's new features.

Contact: Larissa Lewis
Marketing Manager
llewis@profile-design.com

Profile Design | Cycling Components Designed for Speed

Since 1988, Profile Design has been setting the standard in innovation, creating cycling components designed for speed. For nearly three decades, Profile Design has been pushing the limits and making the bold moves to increase cycling performance on the sport's most captivating stages. Cyclists turn to Profile Design for compelling, detail-oriented products engineered for superior handling, aerodynamics, adjustability and fit. Whether to be first across the line or intrinsically fueled by the allure of competition, athletes worldwide turn to Profile Design, to not only achieve their goals, but to make a lasting statement.

For more information about Profile Design, visit www.profile-design.com