



Revised

BioLogic Press Release

FOR RELEASE ON DECEMBER 6, 2010

BioLogic™ Introduces Bike Mount for iPhone 4

Latest BioLogic product lets you take your iPhone 4 almost anywhere

December 6, 2010 — BioLogic, a leader in urban cycling gear, today announced the Bike Mount for iPhone 4. This new version of the Bike Mount is tailored to fit the iPhone 4 and features a number of refinements to get the most out of the latest iPhone's special features.

“The iPhone, with the various cycling and mapping apps available, makes the perfect cycle computer,” stated Jackson Chen, BioLogic gear guy. “But cycling can be a dirty, muddy, wet and sweaty business and your precious phone needs protection if you want to use it as a cycle computer. The Bike Mount for iPhone 4 lets a rider access all the great features and functions of the iPhone while providing full protection.”

The Bike Mount for iPhone 4 is a fully-enclosed, hard case that is secured with a robust, double-pivot latch. A welded, touch-sensitive membrane on the front allows full use of the iPhone's applications. Inside the Bike Mount, a soft silicone liner provides a secure fit while providing excellent shock resistance. Integrated RidgeSeal technology forms a tight seal against the elements. A clear lens on the rear allows full use of the camera, even while riding. The membrane-protected window on the front of the case allows use of the front-facing camera and FaceTime. The Bike Mount also includes weather protected ports for headphones and power cable should riders want to access those features.



“Our goal is to get more people cycling as part of their daily transport routine,” continued Chen. “We want to encourage people to ride bikes for their shopping, down to the coffee shop, and even out to bars on a Friday night. Obviously, iPhones are an integral part of the lives of many people and when we can seamlessly integrate an iPhone onto a bicycle, we hope people will be more likely to ride instead of drive.”

The Bike Mount for iPhone 4 is fully compatible with the BioLogic ReeCharge personal power pack, which can recharge the iPhone while you’re out and about. The Bike Mount for iPhone 4 is available for purchase immediately online and in retail stores in the U.S. and around the world at a manufacturer’s suggested retail price of US\$64.99 (€49,99).

For more information, please visit <http://www.thinkbiologic.com>.

Video Demonstration

A video demonstrating the Bike Mount for iPhone 4 can be found here:

<http://www.youtube.com/watch?v=3iV4Cu7PLd8>



BioLogic Press Photos

BioLogic product photos for media use can be downloaded here:

URL: <http://photos.dahon.com/biologic>

Password: **biologicpress**



Press Contacts:

International

Eric Mah

Tel: +886-2-2999-5623 ext. 221

Email: marketing@thinkbiologic.com

U.S.A.

Steve Cuomo

Tel: +1-203-246-4470

Email: cuomo@snet.net

Europe

Uwe Weissflog

InMotion Mar.Com

Tel: +49-7141-9131-31/-32

Email: uweissflog@inmotionmar.com, jens.weller@inmotionmar.com,
info@inmotionmar.com

About BioLogic

We're a collection of artists, engineers, programmers and product designers with a passion for developing innovative products. And we love to cycle. We're scattered around the world in places like Austin, Texas; Humboldt, California; Turku, Finland; Stuttgart, Germany; and Taipei, Taiwan. This means we're working on cool bike gear around the clock and we're influenced by the riding conditions in every corner of the globe, all year round.

Our mission is to get more people cycling for everyday transport by developing gear that makes cycling safer, more comfortable, and more convenient.

www.thinkbiologic.com