

## PRESS RELEASE

BTI to distribute SportCrafters in the U.S.



August 26, 2014 – In an effort to improve availability to U.S. dealers, SportCrafters will begin distributing its products through BTI this month. BTI will carry a complete line of SportCrafters products, including the new Omnium Trainer, premium bike rollers with integrated resistance, recumbent trike trainers and accessories.

“We are a group of inventors creating brand new products and ideas that we believe will have a significant impact in the world of cycling training. Dealers will find excellent value for their customers, and competitive margins that will make it easy to sell SportCrafters,” said SportCrafters Marketing Manager, Sarah Houser. “BTI’s recently expanded selection of trainers and rollers make them the perfect partners for us.”

For more information about SportCrafters check out [www.sportcrafters.com](http://www.sportcrafters.com), and to learn more about BTI visit [www.bti-usa.com](http://www.bti-usa.com).

