



MEDIA RELEASE

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Norco Partners with Team H&R Block as Official Bike Sponsor



Jan. 7, 2010 (Port Coquitlam BC) Norco Bicycles has come to an agreement to be the official Bicycle Sponsor for the 2010 Team H&R Block racing team. Effective immediately, Norco will be the exclusive provider of Road, Cyclocross and Time Trial framesets for Team H&R Block.

Norco Marketing Manager Peter Stace-Smith says "Norco is excited to have an Elite racing team on our new Road Carbon Platform and are looking forward to working with the team in proving and further developing the frames. Racing is an area that Norco bikes hold great potential to excel and the H&R Block racing team will be an asset in doing so."

The H&R block team has come off a great 2009 season and will move forward into 2010 with a focus on Espoir and U26 riders. Team H&R Block will be competing at racing events in BC, Alberta and the Western US as well as the Canadian National Championships. The 2010 race season will be a great opportunity for both Norco Bicycles and Team H&R Block on the road racing circuit.

More news on the 2010 Team H&R Block can be found at <http://teamhrblock.ca> or <http://www.norco.com/team/hrblock>

Follow Norco on Twitter at <http://www.twitter.com/norco> or the H&R Block Team at <http://twitter.com/teamhrblock>

For more information on the team please contact info@teamhrblock.ca



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