



## FOR IMMEDIATE RELEASE

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## TITUS CYCLES & VYATEK SPORTS ANNOUNCE THE CREATION OF MAXM COMPONENTS TO DESIGN, MANUFACTURE AND MARKET A HIGH-END RANGE OF PREMIUM COMPOSITE BICYCLE COMPONENTS

**Scottsdale, AZ (October 31, 2001)**- TITUS Cycles, a leading manufacturer of specialty bicycles and VYATEK SPORTS, Inc., a leading technology based company in design and manufacturing of recreational products, announced today the creation of a brand of premium bicycle components, MAXM Components.

TITUS Cycles President Chris Cocalis says, "I've wanted to do this for some time now, and the relationship with VYATEK SPORTS has given us the ability to do it." He also notes, "I still have to carry the ball at Titus, so we plan on bringing someone aboard with the experience and connections to jump right in and make MAXM go."

VYATEK SPORTS CEO/President Howard Lindsay adds, "MAXM Components is the natural next step in the development of our relationship with Titus Cycles. We have several exciting technologies applicable to high performance bicycle components and are thrilled with our alliance with Titus."

MAXM's birth comes from the expertise of VYATEK SPORTS' advanced carbon composite technology, and TITUS Cycles' keen understanding of the needs of the superior cyclist athlete. MAXM will develop and manufacture bike components that will be considered "superior products for the superior athlete."

Further details about the MAXM Components and its product line will be available later this fall.

## About Titus Cycles

TITUS Cycles, Inc. has been creating and manufacturing performance bicycles for over 11 years in Tempe, Arizona. The Titus Philosophy has always been to design and manufacture cutting edge frames and components that push the limits of technology and performance. When a consumer purchases a Titus product, Titus is confident that they will experience a level of quality, customer service, and performance far beyond that offered by any other manufacturer.

For additional information, please visit the TITUS Website at [www.titusti.com](http://www.titusti.com) or contact Chris Cocalis at (480) 894-8452.

## About VYATEK SPORTS

VYATEK SPORTS, INC. (VYATEK) is a **Technology Driven** recreational products company that facilitates the development of **New Products** with uncompromising performance levels.

VYATEK functions as a hub that develops new technologies and establishes strategic alliances with complimentary technology, operations, and distribution companies. New technologies are branded and applied to new products through licensing agreements with affiliate sales and marketing companies.

For additional information please call Howard Lindsay at (480) 348-2500, ext. 1

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