

166 Albert Street West,
P.O. Box 310, Alliston,
ON L9R 1V6 Canada



Voice: 705-434-1100 / 800-214-7798
E-mail: admin@CycleCanada.com
www.CycleCanada.com

Cycle Canada
The Veloforce Corporation

Cycle Canada is an established, innovative, all-Canadian bicycle touring company looking for a successor to purchase the business and assets of the company. This offering may be of interest to parties looking to operate an independent lifestyle business, expand an existing business or as an adjunct to a complementary business.

The company is the owner of valuable intellectual property and other assets, most notably the registered trademarks Tour du Canada, Cycle Canada and Veloforce, domain names CycleCanada.com, TourduCanada.com and Veloforce.com. The Company owns copyright protected route sheets, itineraries, branded merchandise, operations manuals, training manuals, employee contracts, branded vehicles and equipment to support a wide range of cycling trips.

Operations began in 1987 with the goal of staging the first cross-Canada group bicycle tour to be called Tour du Canada. The company that managed the inaugural Tour du Canada in 1988 was VTSJ Groupe Cycliste pour Tour du Canada. That company is structured as a club. In 1991, a company now known as Cycle Canada, The Veloforce Corporation, was established as a for-profit corporation. The objective was to manage a roster of bicycle tours, including Tour du Canada under a long term arrangement.

The primary business activities of Cycle Canada now include the annual conduct of supported bicycle tours from coast to coast to coast, the operation of a cycling portal on the internet and retail sales of cycling products. Included in the roster are expedition style tours where travel is often in remote areas with limited services and leisure or vacation-length trips from two days to 2 weeks in more populated areas with accommodations in 3-star or 4- star inns and hotels. Since its inception over 4,000 cyclists have participated in our events.

We invite you to consider this unique opportunity. Interested parties will be required to sign a confidentiality agreement and corporate information will then be made available for the purpose of considering a potential purchase transaction.

Yours truly,

Bud Jorgensen
CEO, Cycle Canada The Veloforce Corporation