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CONTACT: Wendy Pierce, Goldstein Pierce PR
wendy@goldstenipierce.com
617.710.7733

MYBIKEONLINE LAUNCHES CONCIERGE BIKE SERVICES & REPAIR MEMBERSHIPS IN TIME FOR SPRING CYCLING

BOSTON, March 1, 2011 – MyBikeOnline, Boston’s untraditional bike shop, is launching a Concierge Bike Repair service this spring, along with a Repair Membership. These two new services help cyclists who rely on their wheels as their main source of transportation spend less time on maintenance and more time on the road. As the snow melts and people dream of getting their bikes out, now is the best time for a tune-up and a commitment to hassle-free riding.

The MyBike **Concierge Bike Repair** service offers convenient amenity seven days a week throughout the year and is aimed at customers who don’t have time or another mode of transportation to take their broken cycle to a traditional repair shop. MyBike will pick up your bike, provide a written repair estimate and deliver it fixed within 72 hours in most cases. The company’s South Boston shop also stocks parts and accessories for quick adjustments and replacements. The convenience of pickup and delivery is available in the greater Boston area – within the Rt. 128 loop.

For riders who want to have their own form of “bike insurance,” MyBike offers **Repair Memberships** (basic or VIP) starting at \$4.99/month. This exclusive service includes tune-ups, unlimited brake & gear adjustments, parts/accessory installations, unlimited pick-up and delivery service and discounts on parts/accessories. A membership is a low-cost investment to ensure that your bike is always ready for the road.

“We can be your personal bike assistant,” MyBike’s owner LeRoy Watkins says. “Customers can spend less time getting their bikes fixed and more time enjoying their time on the road.”

ABOUT MYBIKE ONLINE

MyBike Online was founded in 2005 by entrepreneur [LeRoy J. Watkins III](#) as a college bicycle rental company with a 10-bike fleet. As word spread about MyBike's unique rental concept, the company grew. Today MyBike Online boasts a bike fleet of hundreds, rents bikes by the month to the residents of Greater Boston, and offers revolutionary city-wide bike repair services including the new monthly [repair membership program](#). MyBike Online is also the nation's largest [EG Bike](#) retailer, selling EG's electric and traditional mountain bikes.

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