

October 24, 2005

Mountain Cycle, Inc.
3808 N. Williams Avenue
Portland, OR 97227

Re: STUMPTOWN

Dear Sir/Madam:

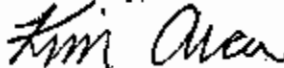
It has been brought to my attention that your company is using Stumptown as a trademark for bicycles (see attached copied from your catalog). We appreciate your professional respect for our trademarks, and trust that the choice of this name for your product was, most likely, merely an unfortunate coincidence and not intended as an infringement on Specialized's intellectual property rights.

However, please be aware that the trademark STUMPJUMPER is a registered trademark of Specialized Bicycle Components, Inc. for use on bicycles and related products. Specialized has developed considerable goodwill and trademark rights within the bicycle industry through its use of the name STUMPJUMPER on bicycles.

As owner of the mark, Specialized has the exclusive right to use the mark in the United States and certain foreign countries. In order to maintain our rights in our valuable intellectual property, it is our obligation under trademark law to prevent the use of "confusingly similar" marks, such as Stumptown with the same or related goods. Since your and our goods are both bicycle products, your continued use of the mark Stumptown is likely to cause confusion and mistake concerning the origin and association of your bicycle products. Consequently, such use is a violation of Specialized's trademark rights under both U.S. and state law.

We therefore request that you immediately cease using Stumptown either alone or in association with other terms and not adopt any other confusingly similar trademark for your products. Please sign this letter below and return a copy to me within two (2) weeks to confirm your agreement with this request.

Sincerely,



Kim Arca
Legal Director

Agreed and Acknowledged:

MOUNTAIN CYCLE, INC.

By: _____

Date _____