

For Immediate Release:

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Oceania Bicycles announces distribution of Bryton Sports GPS products

Bryton Sports GPS cycling computers and fitness watches combine GPS and fitness monitoring technologies to track and share important workout data and encourage users to maximise the time they spend exercising.

13th July 2011 – Oceania proudly announce the new distribution of innovative Bryton Sports GPS products for the Australian cycling, outdoor and fitness market.

Bryton products will be on display as part of the Oceania Bicycles stand at the Ausbike show in Melbourne this August. Oceania are looking forward to working with existing Bryton retailers and taking on new customers so stop by the booth, say G'day and see the new models.

The team at Oceania Bicycles are excited to offer the strong Bryton Sport brand into the rapidly growing and hugely successful cycling and fitness GPS market. Bryton offer exceptional value for money, water and shockproof designs with fully integrated advanced training and GPS technologies. Now mountain bikers, road riders, triathletes, weekend warriors and fitness enthusiasts have access to the next exciting generation of cycling and fitness computers.

The Bryton Sport Rider series incorporates GPS powered cycling computers. These models offer a huge range of features including customisable GPS navigation, GPS data tracking and traditional cycling data in a range of powerful, bike specific devices! Options include heart rate, cadence and ANT+ power data. The Bryton Rider 30 offers a compact wireless computer design with full GPS capability, data tracking, fitness and customisable professional cycling functions. The Rider 50 offers a large colour screen with full mapping and localised street navigation features in addition to customisable bike and advanced fitness functions.

The brand new Bryton Sport Cardio series kicks off with the new GPS powered sports watch. The Cardio series offers fitness enthusiasts, athletes and outdoor adventurers GPS technology integrated into a compact watch design. Track your speed, distance and route in addition to advanced training and lap data with a single lightweight device. Optional heart rate and cadence sensor upgrades extend the versatility of the device.

Bryton Sport GPS devices can easily interface with PC's (and Macs) via USB to take advantage of the class leading Bryton Sport website. Bryton Sport frees your data with customisable reporting, trip planning, trip review and sharing with a dedicated on-line community. Advanced features such as My Buddy, Training Plan and My Analysis reporting keep you motivated, informed and pro-active about your training and performance.

For additional information contact the sales team at Oceania's head office in Melbourne on (P) 03 9799 4144 (F) 03 9277 7069 (E) info@ocbicycles.com.au (W) www.ocbicycles.com.au

Product information can be found at: <http://corp.brytonsport.com/>

Oceania Bicycles are the proud Australian distributors for Fuji Bikes, Marin Bikes, SE Bikes, Kestrel Bikes, Verde BMX and Croozer Trailers. Oceania also distribute some of the cycling industries finest parts and accessories including Pedal Nation products, Cratoni helmets, Fyxation parts, Duo Brand, Cinema Wheel Co, Pinhead components, Affix System, Sonar parts and Union computers. In addition to a fantastic range of products we pride ourselves on industry leading customer service and product support.

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