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**FOR IMMEDIATE RELEASE**

## **Tommy Bahama Signs License with Pedego®, LLC for Electric Bikes**

Tommy Bahama, the upscale lifestyle brand that captures the essence of luxury island living, is pleased to announce a new licensing agreement with Pedego® to market and manufacture electric bicycles. This agreement is effective immediately.

Pedego will produce a light weight aluminum electric bike in both the classic cruiser and step-thru styles. The manual 6 speed style allows you to navigate various grades while you pedal or you can switch to the lightweight 36 volt lithium battery with the simple flick of the switch and twist of the throttle. The vibrant orange bike features signature details such as custom padded handgrips and an adjustable contour padded seat. With a maximum motor propelled speed of up to 20 mph and approximately 40 miles per charge (depending on rider weight and terrain), the Tommy Bahama electric bikes offer exercise and recreation that is both fun and environmentally friendly.



“As a complete lifestyle brand, we continually look for distinct products that capture the essence of Tommy Bahama.” said Doug Wood, President and COO of Tommy Bahama. “The electric bikes that Pedego is producing for Tommy Bahama are truly unique and offer an exceptionally engaging brand experience.”

The Tommy Bahama electric bicycles will debut at the Interbike International Trade Expo - Booth 5969, September 22-24 at the Sands Expo Center in Las



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Vegas, NV. The bikes will be available to consumers later this fall with a manufacturer's suggested retail price of \$2,575. They will be available at select bicycle retailers nationwide. More information is available at [www.tommybahamaebikes.com](http://www.tommybahamaebikes.com).

"Pedego represents the most premium electric bikes available on the market. The Tommy Bahama brand is known throughout the world for quality products and we are proud to be the manufacturer behind their newly introduced electric bikes. The synergies between our companies and the commitment to offer stylish, well-executed and fun products are what make us a perfect match," remarked Don DiCostanzo, CEO of Pedego Bicycles.

**ABOUT TOMMY BAHAMA**

Tommy Bahama is owned by the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, Tommy Bahama is a lifestyle company that defines elegant tropical living with men's and women's sportswear, denim, swimwear, accessories and a complete home furnishings collection. Tommy Bahama is available at the country's finest retailers, including Nordstrom, as well as high profile resort locations around the world. There are over eighty Tommy Bahama's retail locations across the country, twelve of which include a Tommy Bahama's restaurant & bar. Additional stores will be opening this year. For more information, please visit [www.tommybahama.com](http://www.tommybahama.com)

**ABOUT PEDEGO®**

PEDEGO® is fast becoming the market leader by creating the coolest and most fashionable electric bicycles outfitted with the latest in electric bike technology.

Through our chic, stylish designs partnered with a built-in electric hub motor, PEDEGO® offers a cost-effective and green alternative for transportation, exercise and recreation. PEDEGOS® are perfect for anyone who enjoys the fun of cycling and experiencing the outdoors. PEDEGO®. How far will you go? For more information, please visit [www.pedegoelectricbikes.com](http://www.pedegoelectricbikes.com)

Pedego Electric bikes specializes in premium quality electric bikes. The company combines state of the art technology with clean and comfortable designs.

