



VANDERKITTEN PROFILE

Vanderkitten has been defining a new look and attitude for women in action sports since 2005, from road cycling to motocross racing, our fashion forward designs and refreshing culture are said to be “leading edge and inspirational” in the cycling industry.

“Women should be seen as equals and be taken seriously in their athletic endeavors. Vanderkitten strives to provide this opportunity by raising the bar of sponsorship, involvement and development for female athletes of all ages. By embracing beauty, femininity and athleticism we are creating a culture for success”. Jennie Vanderlaag, Co-Founder and inspiration behind the culture.

Vanderkitten (VK) Racing was established in 2007 by Jennie Vanderlaag and designed as a development program that would lead the way in establishing equality for women in competitive sports and beyond.

VK has since expanded the cycling team, brand and action apparel line, by introducing retail outlets and the new CLUB VK nationally and internationally.

THE “VK DIFFERENCE”

The Quality - The cycling and action apparel brand based in Berkeley, California, is best known for its premium quality products and sponsorship of women's athletics and action sports. VK partners with the best manufacturers in the industry to produce the highest quality products, at the most competitive prices. Being the ‘new kid on the block’, VK is already seeing success with their cycling line, receiving rave reviews on comfort, fit and feel from pro team members and customers alike.

The Design - The chic ‘ahead of the curve’ designs are said to be breaking through ‘traditional cycling molds’, by helping people realize that one can be fast AND fashionable on a bike!! Not only grabbing the attention of the general public, also the media, fellow racers and cycling enthusiasts. With recent success at the pro and club level, the fashionable VK line has received an overwhelmingly positive response, making the peloton sit up and take notice in more ways than one.

The Brand - Not just a Kick Ass pro race team, club team, or a cool attractive, kit – it’s a brand, a culture, a way of life, inspired by an amazing group of dedicated women with a kick ass positive attitude towards leading a healthy, active lifestyle.



www.vanderkitten.com
1328 Curtis Street
Berkeley, CA 94702
510-290-1675
Clothing For Women Who Kick Ass!



CLUB VK - General Information

GOALS & MISSION

- Spread VK recognition within recreational cycling/action sports and amateur racing.
- Develop a cycling club that fosters the participation of women in cycling/action sports across all levels; develop industry connections and relationships; build a solid social network for riders.
- Enable women to further develop bike/race handling skills, bike maintenance skills and be competitive in women's cycling races.
- Spread the love – encourage other cyclists/athletes to get involved, promote women in action sports – a clean, healthy, active lifestyle.

MEMBER PROFILE

- ✓ An avid cyclist, with a keen interest in racing
- ✓ A highly motivated professional
- ✓ Possess a healthy competitive spirit
- ✓ A desire to be social, part of a team
- ✓ May race, may never race, but likes to be fit
- ✓ Rides road or DIRT with style and class
- ✓ Leads an active healthy (hard core) lifestyle
- ✓ Likes to look good, while kicking ass!

FASHION GUIDE

1. Members must always wear a matching CLUB VK kit (shorts/bib & jersey, white helmet, sunglasses and road shoes) when riding solo, in a group and or racing.
2. If not a CLUB VK kit, one must coordinate another VK kit or at least something matching!
3. Penalty for not having/wearing a CLUB VK kit - 10min hard pull on the front of a bunch or pace line.
4. Members must display at least one VK water bottle while riding.
5. Members must show up to rides and races with a clean, well maintained bike.
6. Members must not have too much 'bulk' hanging from the back pockets – Rookie mistake.
7. Members must ride in a safe, responsible, orderly fashion when riding solo or in a group.
8. Members must always smile courteously towards drivers, even when giving hand gestures.
9. Members MUST, above all, enjoy themselves and be safe!

You are a Vanderkitten Brand Ambassador!!



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CLUB VK MEMBERSHIP 2010

CLUB VK 2010 Membership offers some fantastic benefits and value, valid from Jan 1 to Dec 31, 2010, there are 3 convenient levels to choose; Gold, Silver and Bronze.

EXCLUSIVE OFFER - valid online only until November 15th, 2009

Sign up and pre-order for CLUB VK ON or BEFORE Nov 15th 2009 and receive the following special discounts. Available online at <http://store.vanderkitten.com>

GOLD Premium Club– \$525 (A \$700 value)

Jersey & bib/short + matching VK socks + VK arm & leg warmers + Tifosi Vogel glasses + pair of VK team wrist bands + 2 VK team water bottles + VK sweat shirt + Ltd Ed CLUB VK T + Annual Club Dues.

SILVER Kit - \$335 (A \$435 value)

Jersey & bib/short + pair of VK team wrist bands + 2 VK team water bottles + Ltd Ed CLUB VK T + Annual Club Dues.

BRONZE Jersey - \$139 (A \$209 value)

Ltd Ed CLUB VK T + Annual Club Dues.

MAILLOT JAUNE - Ultra Premium Club (pre-order) – CALL FOR PRICE

2 VK Jersey & 2 VK bib/short + 2 pr. matching socks + 1 pr. each arm & leg warmers + Annual Club Dues + Tifosi Vogel Glasses + Tifosi Dea Glasses + Giro Helmet + VK Gloves + Ltd Ed CLUB VK T + SIDI Road Shoes + 2010 VK sweat shirt + **Storck Absolutist 0.9 2010 VK Team Edition Bike** (SRAM FORCE or RED) – **CALL FOR PRICE**

NOTE: The above exclusive offer expires ON or BEFORE November 15th

To take advantage of this discount, go to <http://store.vanderkitten.com>.

* Refunds are not available on 'pre-ordered' items. Exchanges are dependant upon current inventory.

* T-shirts size will match the size of the jersey.

* The new 2010 produce line is a true 'race' cut. Please refer to the online sizing chart for details.



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BENEFITS & DISCOUNTS

- Fantastic discounts on VK casual line and cycling gear only at <http://store.vanderkitten.com>.
- Further discounts on sponsor products (Tifosi eyewear, Kenda tires, wheels, nutrition and hydration products).
- Access to CLUB VK Members nationally, internationally via the VK Forum, swap stories, photos and war wounds.
- Access to the VK Pro Team blog, including race updates, reports, photos, pro team interaction.
- Race training, advice and tips from the VK Pro Team.
- Access to VK coaching services and other promotional VK items 'for members only'.
- Exclusive previews to new 'hot off the press', never been seen before VK product lines and close out items.

ADDITIONAL SERVICES available to CLUB VK Members only

- Individual or group Coaching Services and Programming.
- VK Kick Ass Race Pack- 2 Wristbands, 2 water bottles, Racing T, car and bike stickers @ \$50 – *ideal as a Birthday or Christmas Gift.*
- Vanderkitten VIP Passes to pro racing events - Ride in team car, listen to the race director's tactics and communication with the team, meet and ride with the pro team, Q&A sessions and Happy Hour post race.
- Pro-deal on a racing bike, email Dave@vanderkitten.com for more information.

For more information on the above services and packages please contact amy@vanderkitten.com

ADDITIONAL INCENTIVES

- VK Street Team Sales Force- Set-up a VK 'Ez-Up' at races/events and sell VK casual wear. Applicable to most VK products. Email amy@vanderkitten.com for more information.
- Bring home the Hardware!! Podium Paybacks - we offer an incentive for State Champions and National Champions. Email Dave@vanderkitten.com for discuss further.
- VK Racing is open to any other opportunities or suggestions. Please email amy@vanderkitten.com or Dave@vanderkitten.com.



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RULES AND REGULATIONS

Name: CLUB VK

Purpose of the Club: The purpose of the CLUB VK is

- a) To promote and foster Women's Cycling, and associated action sports and activities.
- b) To provide for social activities among members.

Membership: Membership of the Club shall be open to all providing:

- a) The applicant is eligible as defined by the governing bodies (USCF) which the club recognizes for cycling.
- b) The applicant has reached the minimum age limit of 16 set by the Club.
- c) The applicant supports the purpose of the Club and has no conflicting membership of any other Club.
- d) The applicant applies for membership on a Club Membership Form and the completed form is submitted to a member of the Board with the full payment for the current year (January 1st – December 31st).

Rules and Regulations: To ensure that club members, both national and international, abide by the same set of rules, always act in a professional manner, represent Vanderkitten and its sponsors in a positive light, and contribute positively to women's cycling.

1. Club members must complete race and group riding events in the entire VK team kit (jersey, bibs).
2. All members must ride in the name of the Vanderkitten.
3. Club members must maintain good sportsmanship with teammates and opponents at all times.
4. The use of profanity or abusive language or conduct is strictly prohibited and will not be tolerated.
5. Club members must abide by all traffic laws of their particular city/county/state/region.
6. Club members shall not discuss club discounts with anyone except for fellow CLUB VK members.
7. Club members may use discounts for items purchased for personal use only. Do not purchase merchandise for family or friends.
8. Club members will not be considered an official CLUB VK member until their release form is signed and returned by post/email. Please return the SIGNED RELEASE form ONLY.
9. Club members shall follow all USCF rules and regulations.
10. Helmets are mandatory. Club members must wear an ANSI or Snell approved helmet at all times while riding a bicycle.
11. We reserve the right to pull riders for flagrant traffic violations or for their own safety, should they become too debilitated to function responsibly.
12. Club member acknowledges that bicycle riding requires physical conditioning and represents she is in sound medical condition, and has no physical or medical impediment which would endanger her or others. Club member will utilize a personal Health Insurance plan, and not hold the Club liable for any injuries or associated expenses.



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CLUB VK RELEASE FORM

Name: _____

Age: _____ Sex: _____

Street: _____

City/Zip: _____

Tel (Home/Work/Cell) _____ / _____ / _____

E-Mail _____

Occupation: _____

I agree to race/ride for CLUB VK for the 2009/2010 season. Understanding that cycling can be a dangerous sport, I hereby release CLUB VK, its officers and agents, and Sponsors from any and all liability, damages and/or injury that I may suffer while racing and/or riding as a member of CLUB VK. I also understand that CLUB VK is a completely separate entity from Vanderkitten, LLC and Vanderkitten Racing. I have received and agree to abide by all rules of membership as set forth in CLUB VK Rules and Regulations.

Signed _____ Date: _____

Parent (if under 18) _____

"CLUB VK" 1328 Curtis Street, Berkeley, CA 94702

