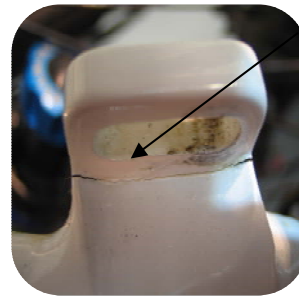
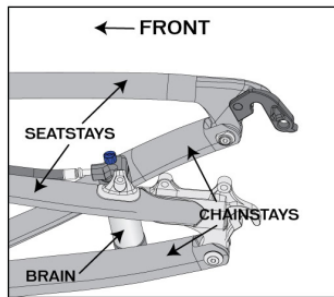


Dear Fellow Mountain Biker,

Recently, Specialized issued a "Stop Sale Notice" to Authorized Specialized Dealers for the following 2010 26" Epic and 2010 26" Era bicycles with alloy seat stays:

- 2010 Epic Marathon Carbon
- 2010 Epic Marathon Frame
- 2010 Epic Expert Carbon
- 2010 Epic Expert
- 2010 Epic Comp Carbon
- 2010 Epic Comp
- 2010 Era FSR Expert Carbon
- 2010 Era FSR Expert
- 2010 Era FSR Comp

It has come to the attention of Specialized Quality Assurance and Engineering that the Brain mount used to bolt the Brain to the seat stay could crack which could cause the knob on the Brain to make contact with the wheel spokes, which could lead to a fall.



Cracked Mount

Specialized Dealers have been instructed to remove all affected bicycles from their stores and replace the affected seat stays with approved seat stays. If you have an affected bicycle, please stop riding it immediately. A Specialized Dealer will soon contact you by mail with instructions on how to get the affected seat stay on your bicycle replaced with an approved seat stay through a Specialized Dealer, at no cost to you.

Specialized and Specialized Dealers will move as quickly as possible to replace the affected seat stays and minimize any downtime. For those who own an affected bicycle, Specialized realizes that this may cause you to lose valuable trail time, we apologize and are offering you a small token of appreciation for your patience and loyalty which will be mailed directly to you.

At Specialized, we are driven by one vision that is as simple as it is bold: Be the best cycling brand in the world. We are equally passionate about innovation and quality and will continue to stand behind our bikes and equipment.

We are working with CPSC staff on the details regarding the recall from affected bicycles with consumers. Details should be released shortly.

If you have any questions, please contact your local Specialized Dealer or call (877) 808-8154 between 9:00 a.m. and 5:00 p.m. MST Monday through Friday.

Sincerely,

A handwritten signature in black ink, reading "Mike Sinyard".

Mike Sinyard
Founder & President

A handwritten signature in black ink, reading "Jan Talavasek".

Jan Talavasek
MTB Engineering Manager