

FOR IMMEDIATE RELEASE

BAY AREA START-UP BRINGS PASSION FOR CYCLING AND DESIGN TOGETHER IN NEW PRODUCT LAUNCH

SAN FRANCISCO (November 08, 2012) - **Sparse** is a group of designers who combine two passions: Cycling and Design. In their debut (November 8th - <http://www.kickstarter.com/projects/sparse/sparse-bicycle-lights>), Sparse is offering two elegant and muscular lights: The Spacer Light and The Seat Post Light.

Sparse advocates for more cyclists, more bicycles – more bike-safe streets and better cities as a product of biking.

Beautiful and uncomplicated bicycle components are part of the Sparse team mission to reduce barriers to cycling, making your ride seamless and simple.

"We think bikes make for better cities. We're doing everything we can to nudge the needle to more ridership." Says Colin Owen, CEO of Sparse.

No more removing lights every time you leave your bike.

No more unreliable lights.

No more unsightly appendages on your gorgeous bike.

Sparse is a group of designers who bike and obsess about design every single day. The Sparse team pedals in San Francisco, Oakland, Seattle, Chicago, and Los Angeles. The team includes professors of design at California College of the Arts: San Francisco, an IP lawyer, manufacturing specialist, a handful of industrial designers, a soft goods wizard, and a branding expert in Chicago.

Sparse's first release is a set of die-cast metal lights that integrate onto the bike.

The Spacer Light

Sits beneath the stem replacing a spacer. The result: tough to steal. The installed location ensures the powerful light stays out of harm's way while illuminating the rider's path. The Spacer Light installs easily onto both 1" and 1 1/8" steerer tubes.

The Seat Post Light

Slips on and clamps down on your seat post. It fits the most common seat-post sizes - 20mm - 31.6mm. Throws lights super-wide to keep the rider visible and safe. There is no way to remove the light without removing the seat post.

Kickstarter campaign live November 8, 2012 to December 8, 2012:

\$45,000 Funding Goal

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Sparse press: <http://sparse.cc/press>



The Spacer Light



The Seat Post Light