

RANCHO DOMINQUEZ, CA, September 26, 2013 **/24-7PressRelease/** -- Price Point Inc. is pleased to announce its support of the Southern California Cyclocross Prestige Series, SoCal Cross, as the Official Social Media Partner of the SoCalCross Prestige Series and the Official Online Bike Shop Sponsor of the CXLA UCI event weekend.

As the social media sponsor of Southern California Cyclocross Prestige Series, Price Point will host a social media lounge at select races during the 14 weekend series. Participants and event spectators will have the ability to participate in contests, videos and interviews in the lounge, while content and updates are posted to Facebook, Instagram and Twitter during the event.

This sponsorship is part of Price Point's ongoing commitment to provide support to athletes, teams and events, and to create a social community where cycling enthusiasts can engage with each other both online and in person.

About Southern California Cyclocross

Southern California Cyclocross (known as SoCalCross) was formed in 2006 by a group of cycling clubs eager to grow the sport and motivated to become the premier cyclocross race series in Southern California and nationwide! Since then the Series has grown 500 percent, boasts over 100 races to date from San Diego to San Luis Obispo. The Prestige Series lasts 14 weekends will host four UCI Internationally sanctioned elite men and women's and Junior Men's races bringing the best cyclocross racers from across the world to Southern California.

About Price Point

Southern California based Price Point Inc. is a global ecommerce company that specializes in bikes, parts, clothing and accessories for cycling enthusiasts. Price Point serves millions of guests annually at pricepoint.com and has provided cycling enthusiasts with the finest components and gear, from the best brands, at the lowest possible prices since 1995. Additional information about Price Point can be found by visiting <http://www.pricepoint.com/pages/about-us/>, on Facebook at facebook.com/pricepoint and on Twitter at twitter.com/price_point.