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Wheel Fun Rentals
4526 Telephone Rd, #202
Ventura, CA 93003
Contact: Angela Daugherty
805-650-7770

Wheel Fun Rentals Reports 2009 Same Store Sales Gain of 16%

Ventura, California, (March 10, 2010) Wheel Fun Rentals

Wheel Fun Rentals, the country's leading recreational rental company, today reported same store sales increased 16.35 percent for the calendar year ending December 31, 2009 over the prior year period.

Company President, Al Stonehouse commented, "We are pleased to report 2009 sales that were somewhat above our expectations. Our comparable store sales remain solidly in positive territory, where they have been the entirety of the recession of the last two years."

According to the 2008 Outdoor Recreation Participation Report, bicycling ranks as the second most popular activity, second only to running/jogging. Americans logged 2.62 billion outings by bicycle in 2007. Christine Fanning, Executive Director of The Outdoor Foundation, said "Most of us can remember the day the training wheels came off – the sense of freedom and independence", she added she expects cycling to become increasingly part of Americans' healthy lifestyles, given current economic and social trends.

Wheel Fun Rentals continues to be a great value in family entertainment. Historically when consumers are cutting back, this high value entertainment and recreation alternative does quite well. The company's performance was driven by continued supportive marketing efforts from the home office and by the addition of categories such as bicycle tours and in some cases new fleet offerings.

"Our commitment to further grow profits through top line revenue expansion is stronger than ever and includes many direct and indirect franchisee support programs to drive more customers to each and every Wheel Fun Rentals outlet," stated Brian McInerney, Vice President and company founder. "Despite the tough economic environment, customer traffic is up and with the economy showing signs of rebounding; we expect to further grow our share of family recreation," McInerney added.

Wheel Fun Rentals offers recreational rentals in parks, resorts and retail outlets in over 100 locations across the U.S. Rental fleets include multi-passenger four wheel Surrey cycles and other unique and conventional cycles, along with pedal boats, kayaks, canoes, beach equipment, Fun Cars, Segways, scooters and more.

Wheel Fun Rentals has contributed over two million dollars to Park and Recreation Department budgets across the country over the last five years and provides free rentals to all Big Brothers Big Sisters matches nationwide.