

Exhibit 33

UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA

-----x

LEMOND CYCLING, INC.,

Plaintiff,

Case No.

-against-

08-CV-01010

TREK BICYCLE CORPORATION,

(RHK/JSM)

Defendant/Third-Party Plaintiff,

-against-

GREG LEMOND,

Third-Party Defendant.

-----x

May 7, 2009

9:33 a.m.

Deposition of IRA LANGER, held at
the offices of Foley & Lardner LLP, 90 Park
Avenue, New York, New York, pursuant to
Subpoena, before Mildred Cassese, a
Registered Professional Reporter and Notary
Public of the State of New York.

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I. Langer

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2 bike race in Philadelphia, so we went to that
3 bike race. He did his grand marshal type, you
4 know, had his grand marshal type responsibilities
5 there.

6 And then the next day we took a car up
7 to Sommerville, New Jersey, which was probably an
8 hour away from where that, from central
9 Philadelphia, you know.

10 Actually at that event Gary Fisher was
11 inducted into the U.S. Bicycling Hall of Fame, so
12 it was kind of like a cross promotion type thing,
13 so I think Gary, you know, Greg introduced Gary as
14 one of the new members of the Hall of Fame.

15 And having Greg there, there was a
16 silent auction, and there was, you know, he
17 provided some memorabilia and signed it, so it was
18 kind of a fund raising thing for the Hall of Fame
19 as well.

20 Q. You mentioned that you went there a
21 couple of times.

22 Do you remember another instance?

23 A. I think I just remember being there
24 more than once.

25 Q. You mentioned, when you were talking

I. Langer

1

2 about how Greg would do these autographs and talk
3 to people, that Greg was just Greg.

4

Can you sort of elaborate on that a
5 little bit?

6

A. Sure. Greg would make everyone -- if
7 someone came over to him and said that they met
8 him five years ago he would make -- whether he had
9 actually remembered meeting them five years ago, I
10 don't know, but they were sure convinced that he
11 remembered that.

12

Every person who was sitting across
13 from him was the most important person in the room
14 at that moment.

15

And there would be 300 people lined up
16 behind to get his autograph and talk with him, and
17 he would be spending an inordinate amount of time
18 with one person because they had some magazine
19 that he hadn't seen in a long time, or a picture
20 of a bicycle he hadn't seen in a long time and,
21 you know, just a nice guy, you know.

22

People liked talking to him and he
23 like talking to people.

24

Q. Did you ever get any feedback from the
25 dealers that held these grand openings and events

I. Langer

1

2 as to what they thought, how well they thought the
3 event went?

4

A. Yeah. It was always unanimous.
5 People were always, like, oh, when can he come
6 back again, you know, that kind of thing
7 because -- and it was two different things: One,
8 he drew a lot of people; two, he put a great big
9 smile on everybody's face.

10

Q. So you mentioned that you did some
11 dealer appearances and you listed several cities
12 or places, Boston, Colorado.

13

Which ones specifically, which
14 dealerships do you remember going to with Greg?

15

A. Metro Bicycles in New York.
16 International Bicycles in Boston.
17 Belmont Wheelworks in Boston.
18 Wheat Ridge Cyclery in Colorado.
19 Redlands Cycles in Redlands,
20 California.

21

Chain Reaction in the San Francisco
22 area.

23

Helen's in Santa Monica, California.
24 It's been a while.

25

Q. The time that you went to Metro, is