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FOR IMMEDIATE RELEASE

PEDRO'S STEPS UP IN OZ

Wilmington, MA (Oct. 24th, 2007)- Pedro's announced today the completion of a transition to their new distribution partner for Australia, Groupe Sportif (www.groupeportif.com). Groupe Sportif will carry the complete line of Pedro's bike care products including the popular line of environmentally responsible and sustainable lubes and cleaners and is Pedro's exclusive distributor for the country.

"We are very excited about Groupe Sportif" said Pedro's GM Christopher Zigmont. "Groupe Sportif has a stellar reputation. Plus they're long-time distributors for Mavic and Kona, two of our global sports marketing partners, so it only makes sense to strengthen those relationships as we build new one's down under."

The re-launch of Pedro's into Australia also coincides with the news that Australian Cadel Evans of Predictor-Lotto wrapped up the UCI Pro Tour title last weekend, while riding with Pedro's chain lube.

"Australia is a hot bed of cycling right now and with Cadel coming off his best season ever and that he's done it with the support of Pedro's is exciting for us" explained Mark Waldron, President of Groupe Sportif. "We can't wait to bring Pedro's line of environmentally friendly products to our dealers. We think the time is right for these products. That it is race proven by Cadel and his team, brings further credibility."

For more information about Pedro's availability in the Australian market, contact Guy Thompson at: +61388781000. For more information about this release or any Pedro's topic, contact Jason Elhardt at 978.494.3600 or jason@pedros.com.

About Pedro's: Pedro's makes top quality tools, lubricants and bicycle care products for cyclists and their mechanics, with a focus on sustainability. Based in Wilmington, Mass., Pedro's distributes to 34 countries. Pedro's is a division of Swix Sport USA. Visit www.pedros.com for more information.

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