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FOR IMMEDIATE RELEASE

PEDRO'S TO CHANGE THE FACE OF SPONSORSHIP

WILMINGTON, MA (Sept 17, 2008)- Pedro's is very excited to announce, for 2009, new model for support and sponsorship. Using the Plus 3 Network, Pedro's is launching the 'Choose the Bike Society' and will offer sponsorship to 500 riders across the nation, from all walks of life and for all endeavors.

"For the past 19 years Pedro's has sponsored as many as two dozen grassroots teams across the country" said Pedro's Marketing and Communications Manager, Jason Elhardt. "Now we can sponsor not only bike racers but, bike commuters, fitness riders, or someone who is simply riding with friends and family".

The power behind Pedro's revolutionary sponsorship approach is the Plus 3 social network, brainchild of Sea Otter co-founder and former Specialized V.P. Rick Sutton and his partner, Joe Fabris, a veteran of IBM, Microsoft, Handspring, and Palm.

"Plus 3 Network is based on an online community of members who want to make their commitment to personal fitness and charitable efforts a bigger part of their everyday lives," said Sutton, pausing to address curious attendees between sips of brew. By bringing enthusiasts (Members) together with corporate supporters (Sponsors) who reward their efforts with contributions to shared worthwhile charities (Causes), "Plus 3 makes it possible for fitness, community, and advocacy to come together in an entirely new way."

"We are truly excited to be involved with the Plus 3 network to issue this call to action- Choose the Bike" offered Pedro's CEO Christopher Zigmont. "Choose the bike for your commute. Choose the bike to run your errands. Choose the bike to lose weight. Whatever your reason, we want you to choose the bike and we'll keep it rolling."

About Pedro's:

Pedro's is a Wilmington, Massachusetts, USA based supplier of high quality bicycle tools, lubricants and care products created with a focus on sustainability. Pedro's products have been helping champions reach the podium at events ranging from the World Championships to the Tour de France since 1989. To learn more, visit www.pedros.com, or contact Jason Elhardt 978.494.3600 or jason@pedros.com

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