



PEDRO'S USA
600 RESEARCH DRIVE ~ WILMINGTON, MA 01887
P: 978-657-6551 ~ F: 978-657-6564 www.pedros.com

CONTACT:

US & International: Jason Elhardt 978.494.3600 or jason@pedros.com
Europe: Bruce Fina +43(0)676 444 2003 or bfina@pedros.com

FOR IMMEDIATE RELEASE

Management Orchestrates Buyout at Pedro's

Wilmington, MA & Lausanne, Switzerland (April 17, 2008) - Pedro's Management has teamed with Sports adVentures International S.A. (SaVI) of Lausanne to acquire the popular Pedro's brand from Swix Sport USA. SaVI is an investment group with a focus in the active life, health and wellness sectors, and will assume ownership of the Pedro's brand of cycling accessories on May 1st 2008 with the management team as part owners. Pedro's brand of bicycle tools, care products and accessories are noted for their high quality and attention to environmental sustainability.

"We are very excited to have acquired Pedro's and believe that we together with the management team and the employees will be able to further strengthen Pedro's position as a leading brand in its field." Says Per Dybwad and Lars Hellsten, Partners of Sports adVentures International S.A.

"What can I say, the people at SaVI 'get it'. They ride. They have the heart of cyclists with a level of business experience this brand has never known. Some marriages are destined for greatness and this is one of them" opined Christopher Zigmont, the new CEO at Pedro's.

Pedro's will emerge as a new US-based legal entity from May 1st. The parties have agreed to keep the terms of the agreement confidential.

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 in the US: Jason Elhardt 978.494.3600, jason@pedros.com in Europe: Bruce Fina +43 (0)676 444 2003, bfina@pedros.com

About Sports adVentures International (SaVI):

SaVI is dedicated to developing a portfolio of small-cap companies with products and services in the Active Life, Health and Wellness sectors - areas where the company believes Quality of Life as well as real business opportunities are to be found. For more information, contact: Per Dybwad or Lars Hellsten, Partners Sports adVentures International S.A. +41 79 439 1310 or +41 79 217 2376 or info@SportsadVentures.ch

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