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**FOR IMMEDIATE RELEASE**

**PEDRO'S TO BATTLE HYPOCRISY WITH CARBON NEUTRAL SUPPORT**

**Wilmington, MA (June 9, 2008)** - Today Pedro's announces a dramatic step to bring the sport of cycling more in line with the bicycle's intrinsic value as an instrument of good. *Pedro's Carbon Neutral Support* will bring neutral mechanical race service to events while at the same time, eliminating the entire caravan's emissions footprint.

Working with the Tour de Beauce, Canada's largest stage race, Pedro's will provide neutral mechanical service during the six day event and, through the distribution of compact fluorescent light bulbs, remove the greenhouse gas emissions of the support caravan. Earlier this year Pedro's began a CFL's offset program to mitigate emissions from its "Dealer Love Tour". Bike shops throughout North America and Europe will be receiving the bulbs from Pedro's and, when installed, will actively demand approximately 70% less energy from the grid, saving over 1600 lbs of CO2 per bulb from entering the atmosphere.

"Two thousand four hundred vehicles will be part of the Tour de France caravan in support of just 188 riders this summer. This is madness. I thought the bicycle was supposed to save the planet not wreck it" charged Christopher Zigmont, CEO at Pedro's. "Mr. Prudhomme and the Le Tour are truly damaging the notion of the bicycle as a tool for righting some of the world's toughest challenges. The ASO hosts the absurd example, but there are many, many events every week with 50 plus support vehicles erasing any good the bicycle brings. We'll set the example of one way to fix that."

Along with this unique method to offset emissions, Pedro's Carbon Neutral Support will also utilize the brand's range of environmentally friendly bicycle care products to keep the peloton rolling with minimal impact.

**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](http://www.pedros.com), or contact Jason Elhardt 978.657.7101 or [jason@pedros.com](mailto:jason@pedros.com)

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