



PEDRO' S INC
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FOR IMMEDIATE RELEASE

BRACKEN JOINS PEDRO'S

WILMINGTON, MA (July 30, 2008) – After nearly twenty years marketing and “visioneering” high end, award winning bicycles and components, Matthew Bracken will join Pedro's on August 1. Bracken most recently served as the President at Independent Fabrication overseeing day-to-day operations for the high-end frame builders. Matt will join Pedro's senior management team as the brand's Product Manager and will manage the entire product range for Pedro's with a focus on delivering the brand's ethos through successful products.

“I've known Matt for a long time and I've always been impressed with his ability to anticipate trends in cycling. With Matt on our team, we'll have a keen eye on cycling's horizon which will be reflected in our upcoming product cycles. We're excited to add Matty B. to the team and we're darned lucky to get him” boasted Christopher Zigmont, CEO at Pedro's.

The Product Manager's position is one of several key fortifications to the product and engineering departments planned for the coming weeks as Pedro's new ownership and management team press the company forward, preparing Pedro's for the future.

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 978.657.7101 or jason@pedros.com

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