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FOR IMMEDIATE RELEASE

Pedro's Hires Industry Veteran Christopher Zigmont as Managing Director

Wilmington, MA. (December 20, 2005) – Pedro's, a world leader in bicycle care products, tools and accessories, is proud to announce the appointment of Christopher Zigmont as Managing Director. Mr. Zigmont will oversee all sales, marketing and product development activities for the brand from the Pedro's global headquarters in Wilmington, MA. Previously Mr. Zigmont held the position of Director of Sales and Marketing at Mavic/Adidas Cycling.

"Christopher is a proven leader and we are excited to have him onboard. Pedro's has worked with Christopher on many projects in the past and his history and knowledge of our brand made him the perfect candidate for this position." noted David Lampert, President of Swix Sport USA the parent company of Pedro's.

"I have enjoyed a long relationship with the people at Pedro's. As a long time user of their products, the former manager of the Pedro's Mountain Bike Series and a Pedro's Grassroots Team, I feel I know the brand well and can contribute significantly to Pedro's growth. I can't wait to get started." added Zigmont.

Zigmont will begin his new position on February 1, 2006.

About Pedro's: Pedro's is a worldwide leader in bicycle maintenance products and accessories. Pedro's offers a complete line of lubricants, degreaser, polishes, bags and tools. The company is based in Wilmington, MA, and distributes to 34 countries throughout the world. Since 1989, Pedro's technically advanced products have helped champions reach podiums in World Cup Mountain Bike Championships, the Tour de France, the NORBA National Championship Series, US Pro Championships, the X Games, the Giro de Italia plus countless other tours, races and grass roots events everywhere. Pedro's is a division of Swix Sport USA. For more information visit www.pedros.com.

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