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PEDRO'S FORTIFIES PRODUCT TEAM WITH VAIVARIS

Wilmington, Mass. –Pedro's, a world leader in bicycle tools and care products, has added Alex Vaivars to the product team in the position of Research and Development Engineer. Vaivars, recently of Mavic USA, will apply his three years experience of neutral racing service and his engineering degree to the future direction of the Pedro's tool and bicycle care product range. Vaivars is a graduate of Virginia Polytechnic Institute & State University (Virginia Tech) with a BS in Mechanical Engineering and a minor in Industrial Design.

"We are delighted to have Alex join our group. I can't think of a better mix of skills than Alex brings. All those years fixing bikes at the pro level coupled with his engineering experience is the right recipe for innovation. The ideas are already flowing." bubbled Christopher Zigmont, head wrench at Pedro's.

The addition of Vaivars is a key element in the continuation of a restructuring program at Pedro's, with more team enhancements to be announced soon.

About Pedro's: Pedro's is a worldwide leader in bicycle maintenance products and accessories. Pedro's offers a complete line of lubricants, degreasers, polishes, and tools. The company is based in Wilmington, Mass., and distributes to 34 countries worldwide. Since 1989, Pedro's products have helped champions reach podiums from the World Mountain Bike Championships to the Tour de France, to the X Games, 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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