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**RESTRUCTURING CONTINUES AS PEDRO'S PROMOTES & HIRES**

**Wilmington, Mass.** –Pedro's, a world leader in bicycle tools and care products, has restructured the sales management team to better address customer needs and the company's goals. Pedro's has appointed Bert Low as the Direct Account Sales Manager, handling Pedro's key account business. Low comes to Pedro's from Performance Cycle Products of Mt. Vernon, New York.

Simultaneously, Pedro's is promoting John Conway to Distribution Accounts Manager to address the needs of Pedro's global distribution network, servicing distributors worldwide with the exception of Europe. Bruce Fina continues management of Pedro's Europe.

"We are continuing to grow and consequently need to adjust internally to better service our customers. Bert has a history of excellent customer care and is a brilliant addition to our sales organization. He is only rivaled by the proven talents of John Conway with whom he shares sales management responsibility. I'm confident this will improve our sales efforts ten fold." concluded Christopher Zigmont, master chief at Pedro's.

These changes are several of the steps in 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](http://www.pedros.com).

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