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## **MEDIA MAN RICHARD FRIES JOINS PEDRO'S, HEADS UP MARKETING**

**Wilmington, Mass.** –Pedro's, a world leader in bicycle tools and care products, welcomes the addition of Richard Fries to the company in the position of Marketing Communications Manager. Fries, the long time publisher of Bike Culture Magazine (formerly the Ride Magazine) and on-air cycling commentator for the Outdoor Life Network, comes to Pedro's to manage communications and sports marketing. Fries has worked as a promoter, a publisher, a rider, an announcer, and a television commentator throughout his time in cycling, and brings his unique and well-rounded perspective to the group.

"We are very lucky to get Richard and to bring him onto our team. Richard brings such an incredible catalogue of experience to Pedro's; from racing at the elite level in Europe as a young man to his entrepreneurial talents honed while running a small business to his obviously solid media experience. He will surely fortify our brand," beamed Christopher Zigmont, head wrench at Pedro's.

"Since its inception, our magazine has been closely associated with Pedro's. I am thrilled to be part of this company's next chapter. It's interesting, most companies in this industry simply want the consumers to buy; Pedro's wants you to ride. That's what I've been about my entire career," said Fries.

The addition of Fries is a critical part in the continuation of a restructuring program at Pedro's, with more team enhancements to be announced in the coming weeks.

**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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