



PEDRO'S USA
600 RESEARCH DRIVE
WILMINGTON, MA 01887
P: 978-657-6551 F: 978-657-6564
www.pedros.com

FOR IMMEDIATE RELEASE

May 25, 2006

Contact: Richard Fries, 978.979.9476 or RFries@pedros.com

Pedro's Reformation Continues; Sales Ace Erin Mace Joins Team

Wilmington, MA (May 25, 2006) –Pedro's, a world leader in bicycle care products, announced its fifth key appointment with the addition of Erin Mace to its sales force.

"Erin Mace brings us that much closer to having a dream team. He has the coveted mix of passion for the sport and professionalism for the job," said Christopher Zigmont, who took the reins as general manager in February. "Everywhere he has gone Erin has been able to provide superb customer service. That is critical to any business."

"I look forward to progression and the unknown," said Mace, who worked alongside Zigmont at Mavic-adidas Cycling.

A native of the East Coast, Mace grew up in both New Jersey and Maryland. After attending the University of Maryland he moved to California for the surfing. But bicycles became his passion. After working in bike shops in Oceanside, Calif., he started racing cross country. Mace served on the staff at Spin Wheels before joining the team at Interbike as an expo service coordinator. While there he earned a position as a mechanic on the Mavic Service Courses team, which led to his hire at Mavic.

Zigmont has made several key appointments to complement the work of Bruce Fina, who co-founded the company and now oversees European sales, and Wendell Woodruff, who oversees the company's product range.

Since early April, Zigmont has made the following appointments:

April 3: James A. Hale, Bicycle Care and Sales Specialist, Love Tour Commander

April 26: Alex Vaivars, R and D Engineer, Propeller Head

May 15: Bert Low, Direct Accounts Sales Manager

May 16: Richard Fries, Marketing and Communications Manager, Carnival Barker

May 25: Erin P. Mace, Distribution Accounts Sales Manager

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.