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FOR IMMEDIATE RELEASE

Mountain Bike Names Pedro's Rockstand 'Best of 2006'

WILMINGTON, Mass. (Oct. 23, 2006) – Pedro's USA has received Mountain Bike Magazine's "Best of 2006" award for its Rockstand, which is available in a single, double and portable version.

"We're flattered that the editors of Mountain Bike took the time to even consider repair stands as a thing of excellence. Too often, people overlook how much passion and precision goes into tools and repair stands," said Christopher Zigmont, general manager of Pedro's.

"We like it enough to call out at the end of the year. It's something special; it stood out," said Matt Phillips, test director for Mountain Bike Magazine. He noted the editorial staff did not even have a repair stand category in its Editor's Choice assignments. "This is just a product we used and we liked."

On first blush the Pedro's Rockstand resembles the traditional stands seen in shops for decades. But everything about the Rockstand head – from the engineering to the materials – is superior to all other stands on the market.

"We spent three years just testing our designs," said Evan R. Anderson, the engineer who developed the patented Rockstand with Wendell Woodruff, Pedro's longtime product manager. "We got a lot of good testing from bike shops, especially some shops in Colorado that worked with us."

When used side-by-side with traditional stands the Rockstand's unique quality becomes evident. The unique design enables mechanics to smoothly apply pressure to the bike without crushing fragile tubes. And the V-block jaw covers are built to last. "We appreciate how critical a repair stand – and a service area – can be to a shop. When shops lose a stand, they lose money," said Richard Fries, marketing and communications manager.

About Pedro's: Pedro's makes top quality tools, lubricants and bicycle care products for cyclists and their mechanics, with a focus on sustainability. Based in Wilmington, Mass., Pedro's distributes to 34 countries. Since 1989, Pedro's products have helped champions reach the podium at events ranging from the World Championships to the Tour de France. Pedro's is a division of Swix Sport USA. Visit www.pedros.com for more information.

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