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FOR IMMEDIATE RELEASE

CHAINj is Here! Pedro's Ships First Batch of Earth-friendly Lube

WILMINGTON, Mass. (Dec. 21, 2006) - The first batches of CHAINj, Pedro's new biodegradable chain lubricant made from 100 percent renewable resources, are being boxed for shipment today. The demand for the earth-friendly lubricant is an impressive reminder of the bike industry's commitment to the environment.

"Everybody has to take care of business," said Christopher Zigmont, general manager of Pedro's USA. "But to us, taking care of the environment means taking care of business. We're glad to see that a product like CHAINj could also be commercially successful."

Hundreds of retailers were given flowers at both the Eurobike and Interbike trade shows, which they in turn exchanged for a free sample of CHAINj. This promotion sparked an unexpected high demand for the renewable product.

"We started to take orders immediately after the shows," said Richard Fries, marketing and communications director. "We expected some demand, but this blew us away. We're looking at moving 20,000 bottles in the first wave."

The lubricant received diligent testing by Pedro's USA Research and Development Engineer Alex Vaivars who then distributed unlabeled samples to several pro team mechanics.

Team Navigators scored the first victories with this lubricant, scoring wins in humid conditions at the Tour de Beauce in Quebec with Valeriy Kobzarenko, the Saturn Rochester Twilight Criterium in Rochester with Hilton Clark, and then through some rain to win the Fitchburg-Longsjo Classic with Shawn Milne. Perhaps the biggest trophy came when Georgia Gould of Team Luna scored the pro women's U.S. national cross-country title in the dust of Sonoma, Calif. at the Cougar Mountain Classic.

"I was pretty impressed. Normally the best stuff is the most toxic stuff," said Ryan Palmer, the Team Specialized mechanic who personally put the lube through the paces in dusty conditions on Mt. Hood, where he completed 7,000 feet of climbing in one ride. "The chain stayed quiet and shifted crisply."

"Being bio-degradable was just a starting point," said Fries. "We wanted something that did not require anybody to drill into some wildlife preserve or do business in a politically questionable place. And it had to work well."

“We have a commitment to our customers and our employee to make a great product that maintains our heritage,” said Zigmont. “Trust me, CHAINj is good.”

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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