



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

CONTACT: JASON ELHARDT 978.909.9476 or jason@pedros.com

FOR IMMEDIATE RELEASE

GO! MEANS GREEN!

Pedro's expands biodegradable lubes.

WILMINGTON, Mass. (Nov 8, 2007)- GO!, the latest biodegradable and sustainable chain lube in Pedro's ever growing line of environmentally friendly bicycle products is finally here.

"After the success last year of our wet weather lube, CHAINj, we knew that we were headed in the right direction" said Pedro's General Manager, Christopher Zigmont. "Everybody has to take care of business," he said. "But to us, taking care of the environment means taking care of business.

GO! is a canola based, low viscosity lube that penetrates well into the rollers and plates of the chain to provide mess free lubrication. Perfect for clean conditions. It is biodegradable, durable, waterproof and made from renewable resources.

"With GO!, we now feel like we have an environmentally friendly lube for nearly every riding condition" said Pedro's Marketing Manager, Jason Elhardt. "Whether you are commuting in the rainy Pacific Northwest, racing in the dusty Southwest or riding to the grocery store in humid New England, we have you covered. "We've been able to test this with a few of our sponsored teams across the country and the response has been overwhelmingly positive" he added.

"We're glad to see that a products like CHAINj and GO! can also be commercially successful," said Zimont. "Being bio-degradable was just a starting point, 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 too."

For more information about this release or any Pedro's topic, contact Jason Elhardt at 978.909.9476 or jason@pedros.com.

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.

END