



FOR IMMEDIATE RELEASE:

**KESTREL BICYCLES USA SIGNS ON WITH
NEW JAPANESE DISTRIBUTOR**

CONTACT:

Preston Sandusky
Kestrel Bicycles
info@kestrel-usa.com
phone: 831-464-9079
fax: 831-464-9069

SANTA CRUZ, CA, USA, January 16, 2004 – Kestrel Bicycles announces Aki Corporation, Ltd., as its new exclusive distributor for Japan.

The long-term agreement gives Aki exclusive rights for the distribution of all Kestrel products throughout Japan. “We are very pleased to welcome Aki Corporation to the Kestrel distribution and sales team,” said Kestrel president, Kevin Kenney, adding that he initially met with Aki representatives at the Tokyo trade show in November 2003 and was instantly impressed with their company. “Kestrel has had a strong tie to the Japanese market for years. With our new, expanded product line for 2004 and the proven experience of a professional organization like Aki, we anticipate significant improvements for Kestrel in the Japanese market,” he said.

Aki Corporation, Ltd. Is one of the largest and most professional cycling distribution companies in Japan, with a strong presence in road bikes, mountain bikes, BMX, and cycling components and accessories.

ABOUT KESTREL BICYCLES

Sandpoint Design Inc., dba Kestrel Bicycles, is a leading manufacturer of high performance carbon-fiber composite bicycle frames, forks and components for road, off-road, and multisport use since 1987. The company's products are marketed under the Kestrel® brand name domestically and internationally. Kestrel is a pioneer in the production of composite bicycle frames and forks and is responsible for many of the industry's technical innovations including the first all-carbon fiber frame, the first all carbon mountain bike, the first modern full-suspension mountain bike design, the first use of aerodynamic tube sections in a production bicycle, and the first carbon fiber road fork. Kestrel's corporate offices are located at: 5300 Soquel Avenue, Suite 101, Santa Cruz, CA, 95062. More information is available on-line at <http://www.kestrel-usa.com/> or by e-mail to info@kestrel-usa.com.

###