



FOR IMMEDIATE RELEASE:

**KESTREL TO UNVEIL NEW '04 PRODUCTS
AT EUROBIKE TRADE SHOW; SIGNS NEW
EUROPEAN DISTRIBUTORS**

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WATSONVILLE, CA, USA, August 21, 2003 – Kestrel Bicycles - the first name in carbon fiber - announces its first appearance at the EuroBike trade show in Friedrichshafen, Germany on August 28th through 31st, 2003. Kestrel has already entered into exclusive agreements with three European distributors: Team Sporting Goods (Belgium), Upgrade (U.K.) and Chris Sports Systems (Switzerland).

Kestrel has chosen the EuroBike show to debut its all-new "Evoke" carbon road framesets, along with the rest of its 2004 line of road, triathlon and mountain bikes. "We are excited to unveil the new Kestrel Evoke at EuroBike," said Kestrel president, Kevin Kenney. "We have displayed product in distributors' booths at EuroBike before, but with our expanding product line and exclusive associations with the first three of a whole new network of European distributors, we feel it is time to elevate our presence there. We are very pleased to begin relationships with the experienced professionals at Team Sporting Goods, Upgrade and Chris Sports Systems, and foresee a strong future for Kestrel in the European market," Kenney said.

Visitors to the EuroBike show may see the new Evoke and the rest of the Kestrel line at the Kestrel Bicycles booth in Hall A1, Booth 503, as well as at Cosmic Sports (Germany) in Hall B1, Booth 402.

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: 185 Westridge Drive, Watsonville, CA, 95076. More information is available on-line at <http://www.kestrel-usa.com/> or by contacting kestrel-europe@swissonline.ch.

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