



FOR IMMEDIATE RELEASE:

**CHRIS McCORMACK TO APPEAR ON BEHALF OF
KESTREL BICYCLES**

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SANTA CRUZ, CA, USA, May 19, 2004 – Kestrel Bicycles USA announces that top professional triathlete Chris “Macca” McCormack will speak at Kestrel’s “home town” retailer, the Spokesman (located at 231 Cathcart Street in downtown Santa Cruz.) The event will take place on Tuesday, June 8th, from 6:30 to 8:00 p.m.

McCormack, of Australia, has been a top-ranked pro triathlete for years and is considered by many to be the most universally feared athlete in the pro ranks today. A former triathlon World Champion and Goodwill Games winner, his recent accomplishments include a three-peat win at Ironman Australia on April 4th, as well as his third win in as many attempts at the Wildflower Half-Ironman race held on May 1st. Now in his 4th year of sponsorship with Kestrel, “Macca” races and trains exclusively on Kestrel’s carbon fiber bicycles.

McCormack will be on hand at the Spokesman shop to talk about his experiences as a pro triathlete, his plans for the future including his primary goal of winning the Hawaiian Ironman World Championships, and to give training, racing and equipment tips to those in attendance. In addition, Kestrel will have company rep’s on-hand, door prizes, and a full display of their 2004 bikes available for test ride.

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.