



FOR IMMEDIATE RELEASE:

**KESTREL BICYCLES ANNOUNCES SPONSORSHIP
OF RED EDGE ROAD CYCLING TEAM**

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SANTA CRUZ, CA, USA, February 2, 2004 – Kestrel Bicycles USA announces that it has signed on as the official bike supplier to the new **Red Edge Cycling Team**.

As a team sponsor, Kestrel will supply its new "Evoke" carbon fiber road racing frames and forks to **Red Edge's** 12-member elite squad. The USCF Category 1-2 team, based right in Kestrel's home turf of Santa Cruz, CA, will compete throughout the western region as well as at major national events in the 2004 season. "We are thrilled not only at the chance to work with and support a new, evolving local team of this caliber, but also with the opportunity to debut our all-new road model, the Evoke, on the regional and national circuits," said Jim Mott, Kestrel's Chief Operating Officer. "Having known the **Red Edge** team racers and management from riding and racing with them in our local area," Mott continued, "we feel they have the talent and professionalism to take this team to a higher level every year."

The Red Edge Cycling Team is organized and managed by Joe Pettinger of White Jersey Sports Group, Inc, also located in Santa Cruz. For more info on the Red Edge Cycling Team, contact Joe at (831) 295-0200, or e-mail to sponsorship@whitejerseysports.com.

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.