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PRESS RELEASE

Another IDE Design Wins Prestigious Award

SCOTTS VALLEY, CA, June 25, 2007 — IDE Inc. is pleased to announce that the Kestrel RT700 high-performance carbon fiber bicycle has been given the “Road Bike Gear of the Year” award by *Outside Magazine*. The RT700 is the culmination of six collaborative carbon fiber bicycle designs by IDE and Kestrel Bicycles.

The 2007 Gear of the Year awards are featured in *Outside*’s Spring Buyer’s Guide. In praising the \$3,300 RT700, *Outside* practically boasted, “On everything to all-day crushers to quick little hill climbs, we dropped more riding partners than ever before. ...none will turn friends into enemies faster than this year’s Gear of the Year winner, the so-swoopy-it-hurts Kestrel RT700.”

Other contenders for the award included the \$5,500 Trek Equinox, the \$7,000 Look 595 Origin and the \$3,500 Cannondale SystemSix 3.

Previous IDE-Kestrel designs have garnered many international awards including a Gold and Silver Industrial Design Excellence Award given by the Industrial Designers Society of America and Business Week Magazine, and three Good Design Awards given by the Chicago Athenaeum Museum of Architecture and Design.

The Kestrel RT700 is, quite simply, the pinnacle of carbon fiber road bike design. What makes the RT700 a step above all other carbon road bike designs? Functionally, the RT700 is a high-performance carbon fiber road-racing bicycle with subtle aero geometry that allows its rider to break away from the pack and cheat the wind.

The RT700 aesthetic surpasses other road bikes by abandoning the “accepted” design standard of a repetitive visual syntax. In designing the RT700, the IDE design team forged a new path, exploring the character of each element of the frame and then balancing that element’s individuality against the common good of the entire system to achieve a cohesive solution that excites the eye from any angle. Every junction, every transition, every detail is a visual delight in itself; yet, when you stand back and view the entire solution, each of these individual elements works together to create a visual masterpiece, a harmonious symphony for the eye.

From the shaped head-tube which shrouds the steerer tube bearings, to the double-curve downtube and ‘keel’ transition in the seat-tube area, each iconic area provides function and ornament in a refined, elemental way.

Other design features of the RT700 include:

- The integrated seat post clamp accepts two different seat post shapes — aero or round — depending on the rider’s preference.
- The flattened area on the top tube helps hold small fabric food containers (e.g., bento boxes) that triathletes use in long races for easy access to energy food.
- The seatstays present an hourglass silhouette to riders who likely will be following the RT700 — in group rides and pack races, your usual view is the bike in front of you.

The graphics and paint scheme is designed to compliment the illusion of forward thrust within the lines and curves of the frame design without competing with the dynamics of the form. Because the form of the RT700 is unique, the copper/metallic silver color scheme was chosen to set it apart even more from the customary use of primary colors in racing bikes.

Six separate sizes were developed so that the elite athlete can ride a precisely fitting bicycle.

The RT700 bicycle frame represents the highest level of bicycle construction technology currently available. The reduced weight, in addition to the vibration-absorbent properties of carbon fiber, equals a predictable and stable ride quality. The RT700 features all new, die-cast aluminum metal parts for cable management and forged aluminum metal parts for high-friction surfaces. The cable stops and guides are integrated to visually fit the body design of the carbon fiber frame and are designed to be common to all frame sizes. Cables are routed behind the leading edges or within the frame body to decrease drag, and exit the frame at a slight angle to prevent wind-induced rattling. This internal routing also simplifies assembly and maintenance for service personnel.

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. Kestrel is headquartered Santa Cruz, CA. Visit their website at <http://www.kestrel-usa.com/>.

About *Outside Magazine*

Outside is America’s leading active lifestyle magazine, with over two million readers a month. For 30 years, they have been dedicated to covering travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world outside. Along with many other accolades, *Outside* is the only magazine to receive three

consecutive National Magazine Awards for General Excellence. Visit their website at www.outsideonline.com.

About IDE Incorporated

IDE Inc. is a Scotts Valley, California product design firm providing multi-disciplined product design services to technology-based companies throughout the world. IDE clientele include many of the world's most successful and innovative companies. Visit IDE's web site at www.ideinc.com.

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